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Uniting Running and Rucking: GORUCK Brings New Energy to National Breast Cancer Marathon
GORUCK partners with The DONNA Foundation in support of families living with breast cancer to create new DONNA Marathon rucking division

August 13, 2018, Jacksonville, Fla. - GORUCK, a veteran-owned fitness company that specializes in leading rucking-based endurance events and producing American-made equipment and apparel, has partnered with The DONNA Foundation to create a new rucking division as part of DONNA Marathon Weekend, which supports the Foundation's vision to finish breast cancer once and for all.

"It feels like a natural fit between our two organizations," GORUCK Founder and CEO Jason McCarthy said. "Rucking is a great running alternative - walking with a rucksack and weight on your back, combining strength and endurance. We are excited to be able to offer this new option and simultaneously finish breast cancer alongside The DONNA Foundation."

The DONNA Foundation is a private nonprofit organization in Northeast Florida with the mission of providing financial assistance and support to those living with breast cancer, as well as funding groundbreaking breast cancer research. DONNA Marathon Weekend, an official event of the Foundation, includes a 5K, Half Marathon, Marathon, Ultramarathon and Event Challenges, and will now offer a rucking division for each event as well. The event garners nationwide attendance and has been recognized by CNN Travel as one of the "Seven Marathons Worth the Trip" and "Favorite Charity Race" from the readers of Women's Running Magazine.

"I'm so impressed by the GORUCK team's initiative," The DONNA Foundation founder and CEO Donna Deegan said. "We've long wanted to have more of our military and veterans community involved in our race, and I know rucking is an activity many of them enjoy. It's an impressive feat, and I'm excited to have them join us on the course and invigorate our marathon attendees in a new way."

DONNA Marathon weekend is Feb. 8-10, 2019. To register or learn more about prizes and events, go to: <https://breastcancermarathon.com/donna-marathon-weekend/>.

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About GORUCK: Started in 2008 by an Army Green Beret, GORUCK is a maker and manufacturer of military-grade travel gear, training equipment and apparel. GORUCK conducts team-building events that simulate the training and conditions of Special Forces, led by combat decorated veterans of Special Operations missions. GORUCK is named after its initial product, the rucksack, a pack designed to be ergonomically worn high on the back to comfortably tow maximal weight in strenuous combat-like conditions. To learn more about GORUCK, visit <http://www.goruck.com/>.

About The DONNA Foundation: The DONNA Foundation, a private nonprofit organization in Northeast Florida, provides financial assistance and support nationwide to those living with breast cancer and funds groundbreaking research to finish the disease once and for all. The organization participates in a variety of community outreach initiatives, educational programs and fundraising events yearly to support its mission, including hosting the only national marathon to finish breast cancer – The DONNA. To date, the foundation has served more than 10,000 families in need and dispersed more than \$5 million to fuel programs that move families from a place of fear to a place of love. Learn more about The DONNA Foundation, visit <http://www.thedonnafoundation.org>.

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