



FOR IMMEDIATE RELEASE

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Virtual DONNA Marathon Turns Up the Pink Across Northeast Florida

Runners will race “Everywhere, Together” to Finish Breast Cancer

JACKSONVILLE, Fla. — Feb. 3, 2021 — The 14th annual DONNA Marathon, presented virtually for 2021, will turn up the pink across Northeast Florida and beyond through February 14. Participants may submit their times starting Saturday, February 6, through 11:59 p.m. on February 14.

Now in its 14th year, the theme of the 2021 DONNA Marathon Week is “Everywhere Together,” aimed at reminding us all that although we are physically distanced, we can still come together to achieve monumental goals and celebrate finish lines everywhere — and especially during this uniquely challenging time.

“For 13 years, we brought runners from all over the world together in Northeast Florida to celebrate survivorship, scientific advancement and support for breast cancer patients and families. This year, we will once again race with those ideals in mind — only this time, we’ll be running everywhere, together,” said Donna Deegan, founder of The DONNA Foundation. “While we won’t be gathering in person at the same starting line, we are united in our commitment to finishing breast cancer.”

Several Northeast Florida landmarks will “turn up the pink” leading up to and throughout DONNA Marathon Week, including the Laura Street lights in Downtown Jacksonville (Feb. 6-14); Daily’s Place (Feb. 6-14); and the Acosta Bridge (Feb. 8-14).

Listed as Women’s Running Magazine’s “favorite charity race,” 26.2 with DONNA The National Marathon to Finish Breast Cancer is the only marathon in the country dedicated to breast cancer research and care. Race proceeds provide financial assistance and support to families living with breast cancer, funds



groundbreaking breast cancer research at Mayo Clinic, and celebrates survivorship.

The 2021 virtual DONNA Marathon Week events include a 5K presented by Equitable, half-marathon, marathon, and 110 Ultra Marathon. Additional programs include the DONNA Virtual Expo (February 10 through 19) and the How to Be Fearless Virtual Seminar, presented by Amgen (February 12 and 13).

Since its inception in 2008, the DONNA Marathon has raised more than \$6 million in funding for The DONNA Foundation, moving over 14,000 families living with breast cancer from a place of fear to one of love by providing assistance and support when it is needed most. In 2020 alone, the organization served 1,082 families living with breast cancer and secured more than \$550,000 in financial services and debt relief, including \$88,000 in direct financial aid. The DONNA Foundation has also disbursed \$3.3 million of race proceeds to the Mayo Clinic Breast Cancer Translational Genomics Research Program.

Race registration will remain open through February 14. For more information on the DONNA Marathon and its events, visit www.breastcancermarathon.com.

Saturday, February 6 through Sunday, February 14, 2021

DONNA 5K Presented by Equitable Advisors

DONNA Marathon

DONNA Half Marathon

DONNA Booby Trap Challenge

Everywhere, Together

Run your 5K, Half Marathon, Marathon or Ultra Marathon anytime Saturday, February 6 through Sunday, February 14, 2021 following the safety measures that have been established by your local government regarding COVID-19.

For more information on DONNA Marathon Weekend and its events or to register, visit www.breastcancermarathon.com.

Wednesday – Thursday | February 10 – 11, 2021

DONNA Virtual Expo

6 AM ET

It has been said our expo is the best in the industry, and this year we are going virtual. Conveniently located within the DONNA [Virtual Race Experience App](#),



shop our amazing partners and sponsors. Registered runners will receive an email link to the virtual expo on Wednesday, Feb. 10 at 6 a.m., which will remain open until February 19, 2021.

DONNA Packet Pick-Up

DONNA Headquarters and [1st Place Sports Locations](#)

11 AM – 6 PM ET

DONNA Headquarters
11762 Marco Beach Drive, Suite 6
Jacksonville, FL 32224

Runners must have their registration confirmation barcode printed or available by phone to be scanned to retrieve their packet. Face coverings are required at all locations. Pre-registration online is required. All registrations received after January 22 require packet mailing.

Friday | February 12, 2021

DONNA How to Be Fearless Virtual Seminar presented by Amgen

Streaming Online at BreastCancerMarathon.com

10 AM – 2:45 PM ET

[Session Schedule](#)

Learn how to conquer fears from a variety of experts through The DONNA Foundation's virtual seminar, presented by Amgen. This seminar series is free, though registration is required.

The vision of The DONNA Foundation (TDF) is to transform the experience of living with breast cancer from one of fear and frustration, to one of love and support. This year has brought new fears to the forefront, but it has also created boundless opportunities to show love by stepping forward in support of our mission. As a community-based, patient advocacy organization we have both the opportunity and the obligation to leverage the trust we have with those we serve to bring voice to these fears so that our community can better provide the love and support needed to overcome them. How do we help the breast cancer community be more fearless?

Friday sessions will include:

10-10:45 a.m.: Through Rose Colored Glasses – A Marathon From Fear To Love with DONNA Foundation Founder and three-time breast cancer survivor Donna Deegan



11-11:45 a.m.: Knowledge Is Power – Understanding Clinical Trials In The Context Of Health Equity: Facilitated by WJCT News host Melissa Ross with experts from Mayo Clinic and Genentech’s Chief Diversity Office

1-1:45 p.m.: How To Raise Your Voice – Advocating For Health Policy In A Digital World: Facilitated by physician and educator Carolyn McClanahan with experts from the National Patient Advocate Foundation

2-2:45 p.m.: Fearless Mother Runners With Lindsey Hein: Facilitated by Lindsey Hein, host of the popular running podcast “I’ll Have Another with Lindsey Hein” with a panel of elite runners who are also moms

3-3:45 p.m.: What’s New In Breast Cancer Therapy: Facilitated by Donna Orender, Founder of Generation W with Dr. Edith Perez and experts from Mayo Clinic

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DONNA Headquarters and [1st Place Sports Locations](#)

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Jacksonville, FL 32224

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Saturday | February 13, 2021

DONNA Packet Pick-Up

DONNA Headquarters and [1st Place Sports Locations](#)

11 AM – 3 PM ET

DONNA Headquarters
11762 Marco Beach Drive, Suite 6
Jacksonville, FL 32224

Runners must have their registration confirmation barcode printed or available by phone to be scanned to retrieve their packet. Face coverings are required at all locations. Pre-registration online is required. All registrations received after January 22 require packet mailing.



DONNA How to Be Fearless Virtual Seminar presented by Amgen

Streaming Online at BreastCancerMarathon.com

1 PM – 2:45 PM

[Session Schedule](#)

Learn how to conquer fears from a variety of experts through The DONNA Foundation's virtual seminar, presented by Amgen. This seminar series is free, though registration is required.

Saturday sessions will include:

1-1:45 p.m.: What Is Financial Toxicity And How The DONNA Foundation Is Resolving To Save Lives: Facilitated by Donna Deegan with leaders from the Patient Advocate Foundation and case managers supporting the DONNA CareLine.

2-2:45 p.m.: Racing Fearless – How To Mentally Train For A Running Event with Olympian and America's Coach Jeff Galloway

Sunday, February 14, 2021

DONNA 5K Presented by Equitable Advisors

DONNA Marathon

DONNA Half Marathon

DONNA Booby Trap Challenge

Everywhere, Together

Runners may submit their time by 11:59 p.m. on Sunday, February 14, 2021 at breastcancermarathon.com.

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The DONNA Foundation was established in June of 2003 by three-time breast cancer survivor and award-winning journalist Donna Deegan to meet the critical financial needs of the underserved living with breast cancer. Our mission is to provide financial assistance and support to individuals living with breast cancer and fund groundbreaking breast cancer research. To date, the DONNA Foundation has served more than 14,000 families, securing more than \$550,000 in financial services and debt relief each year. The organization has also disbursed more than \$3 million to develop and maintain the Mayo Clinic Translational Genomics Program. The organization also operates events and programs for survivorship, education and awareness. For more information, visit www.TheDONNAFoundation.org.