



FOR IMMEDIATE RELEASE

Media Contacts:
Amanda Napolitano
The DONNA Foundation
904-608-3481 (cell)
amanda@thedonnafoundation.org

Ashley Williams
904-707-0475 (cell)
ashley@wearewingard.com

The DONNA Foundation Celebrates 20 Years of Breast Cancer Survivorship with 2023 Fearless Series

Announcement coincides with the start of the 20th anniversary year of The DONNA Foundation

July 11, 2022 — JACKSONVILLE, Fla. — The DONNA Foundation today announced its 2023 Fearless Series, marking the start of the organization's 20th anniversary year.

On June 26, 2003, the Foundation officially launched with its first fundraiser in Neptune Beach. Over the last two decades, The DONNA Foundation has helped more than 17,000 families living with breast cancer through The DONNA CareLine, contributed more than \$3.3 million toward groundbreaking breast cancer research and celebrated survivorship with more than 140,000 athletes across DONNA finish lines including The National Marathon to Finish Breast Cancer™.

The 2023 Fearless Series planned events will include:

- DONNA Marathon Weekend, February 3-5, 2023
- DONNA Mother's Day 5K, May 13, 2023
- THE PLAYERS DONNA 5K, October of 2023

This year's theme, **Destination DONNA**, celebrates DONNA Marathon Weekend as a beautiful destination race, bringing thousands of runners to Jacksonville from around the world. The theme also reinforces the Foundation's destination vision of a future without breast cancer as it celebrates its 20th anniversary year.

"We are so excited to share our 2023 Fearless Series events with everyone — including the 'streakers' who have been with us from the beginning, and those who are just joining us in celebration of our 20th anniversary year," said Amanda Napolitano, Executive Director of The DONNA Foundation. "This year's theme is especially significant as we celebrate where we've been and where we're going."



“From the start, our focus has been on creating a sense of well-being in the most trying time many people will face, a cancer diagnosis,” said Donna Deegan, founder of The DONNA Foundation. “I’m so incredibly proud of this community for wrapping its arms around these families, and for literally running with us on this journey for 20 years. I am looking forward to celebrating all that we’ve accomplished together and all that’s yet to come as we look to a day when cancer is a word in the medical history books.”

In celebration of its 20th anniversary, The DONNA Foundation will reflect on all of the lives it has positively impacted over the years with the support of its partners and donors and chart a bold course for the future and how to best serve families living with breast cancer. This includes exciting, new goals that will focus on lifting more families in financial distress, paving the way for future advances in research and fostering a greater sense of wellbeing through movement.

The Foundation’s 20th anniversary goals include:

- Serve at least 2,000 patients through The DONNA CareLine by June 2023 (an almost 20% year-over-year increase) – a significant jump compared to helping only a few hundred families per year in its first few years.
- Launch a new breast cancer research seed grant program, with the goal of disbursing up to \$50,000 to qualifying healthcare partners in support of innovative research projects.
- Establish a new DONNA 110 Mile-A-Day Challenge, encouraging families to collectively walk 20,000 miles while focusing on living a healthy, fearless and sustainable life.

Registration for 2023 DONNA Marathon Weekend events opens Wednesday, July 13 at 1 p.m. EST at BreastCancerMarathon.com. On opening day, registrants can take advantage of 10% off all registration fees.

For more information, visit thedonnafoundation.org.

###

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 17,000 families, securing more than \$500,000 in financial services and debt relief each year. The organization has also disbursed \$3.3 million in support of translational genomics and immune studies. The organization also operates in-person and virtual events supporting the Survivorship, Education and Awareness Program. For more information, visit www.TheDONNAFoundation.org.