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The DONNA Foundation Announces New Partnership with the Jacksonville Jaguars
DONNA Marathon Weekend Health & Wellness Expo moves to TIAA Bank Field

Jacksonville, Fla. — October 24, 2022 — The DONNA Foundation today announced a new partnership with the Jacksonville Jaguars, making the NFL team the presenting sponsor for the 16th annual DONNA Marathon Weekend Health & Wellness Expo, and the “Fearless” presenting sponsor of the Athletes’ Village for all DONNA Signature Events in 2023.

The partnership includes moving several 2023 DONNA Marathon Weekend events to TIAA Bank Field, including the two-day expo with packet pickup, the DONNA 5K and DONNA Dash. Moving these events to the stadium will elevate the experience for the more than 10,000 runners, survivors, volunteers, sponsors, exhibitors and other participants who travel from all 50 states and around the world each February. The Jaguars will also have a presence at other DONNA signature events in 2023, including the Black Knight DONNA Mother’s Day 5K in May, and THE PLAYERS DONNA 5K in October.

As changes to the Downtown Jacksonville landscape continue, the DONNA Foundation began a search for its new home for several events for the 2023 DONNA Marathon Weekend. A longtime partner, the Jaguars stepped in to become the presenting sponsor, giving DONNA Marathon Weekend Downtown events a home base.

This partnership expands a longstanding pairing of the two Jacksonville-based organizations to raise awareness and funds for families living with breast cancer. Under current owner Shad Khan’s leadership, the Jaguars became the presenting sponsor of the DONNA 5K and Family Fun Run in 2016 and in that same year made a \$1 million commitment to the Baptist MD Anderson Cancer Center’s new facility. This partnership comes full circle as the Jaguars step in as host for the Downtown Jacksonville DONNA Marathon Weekend events.

Through the DONNA CareLine and other avenues, the DONNA Foundation supports patients and families navigating a breast cancer diagnosis, as well as funds groundbreaking research to



one day finish the disease. The Jaguars organization has a long history of supporting community health and wellness and, in conjunction with the NFL, annually recognizes the importance of cancer awareness during its Crucial Catch game. Together, these organizations are racing toward a future without breast cancer.

“We are grateful to have the opportunity to make a difference in the lives of breast cancer patients and their families every day, especially through our DONNA Marathon Weekend events. We are so proud to have the Jaguars join us this year as host to our downtown events,” said Amanda Napolitano, Executive Director of The DONNA Foundation. “Partnerships like this make what we do possible. As we look toward a future free from breast cancer in our Foundation’s 20th anniversary year, this sponsorship will help us make an even greater impact for the patients and families we serve.”

Participants in the 2023 DONNA 5K and DONNA Dash will race into TIAA Bank Field, home of the NFL’s Jacksonville Jaguars, to the finish line — symbolically crossing the finish line of breast cancer. With the Jaguars as its presenting sponsor, the two-day DONNA Health & Wellness Expo will be held in the Daily’s Place Flex Field. The premier facilities will have the capacity to serve even more runners than in previous years and bring a new level of excitement to these DONNA events.

“The Jaguars are passionate about helping our community thrive,” said Whitney Meyer, Jaguars chief community impact officer. “This partnership with The DONNA Foundation is a wonderful example of how teamwork can create positive change. We look forward to working with the organization in 2023 as we run together toward the finish line of breast cancer.”

Registration for DONNA Marathon Weekend 2023 races and fundraising is now open, including the DONNA 5K and DONNA Dash to be held at TIAA Bank Field. Exhibitor space at the DONNA Health & Wellness Expo presented by The Jacksonville Jaguars will open for sales in November. A full schedule of events for the 2023 DONNA Marathon Weekend can be found here <https://breastcancermarathon.com/athlete-guide/>. For additional information or to sign up, visit BreastCancerMarathon.com or thedonnafoundation.org.

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About The DONNA Foundation

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.

About the Jaguars Foundation

The Jaguars Foundation and Community Impact Department are committed to uplifting the Northeast Florida community and beyond by providing economic and equal opportunity through programs that strengthen neighborhoods and develop our youth. The Community Impact team at the Jaguars annually targets three key strategic areas of focus: neighborhood revitalization, youth development and NFL league-wide initiatives. The Jaguars and the Khan Family have always been strong supporters of our Jacksonville community and have donated \$22 million since 2012 through the Jacksonville Jaguars Foundation in support of many worthy causes, including \$1 million in 2021 in support of the revitalization of Jacksonville's historic Outeast neighborhood.