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## FOR IMMEDIATE RELEASE

### **2012 JAX FL.ROC to Benefit 26.2 with Donna**

Action-Packed Event to Challenge All Fitness Levels and Raise Funds to Finish Breast Cancer

JACKSONVILLE, FL (July 19, 2012) – The 2012 JAX FL.ROC Running Obstacle Challenge will be held Saturday, August 18, 2012 at Diamond D. Ranch. This fun-filled race takes participants through a challenging 3.5 mile obstacle course filled with mud, sand, dirt and water, and promises runners an incredible experience conquering the course. “Waves” are capped at 200 racers and will proceed in 30-minute intervals starting at 9:00 a.m.

This year there is a mandatory fundraising pledge of \$50 per participant, and every penny of the funds raised will go to 26.2 with Donna The National Marathon to Finish Breast Cancer.

“We are thrilled to be the beneficiary of this exciting event,” said Donna Deegan, 26.2 with Donna founder. “Every cent that FL.ROC contributes to 26.2 with Donna will help us as we work towards our goal to finish breast cancer.”

“Most people have or know someone who has been affected by breast cancer, and we feel there is no better time than NOW to put an end to it. We are excited that FL.ROC has the opportunity to raise funds for 26.2 with Donna,” said Joe Matuszczak, FL.ROC Race Director. “It is a stellar foundation and has contributed so much to the Jacksonville community in just five years.”

26.2 with Donna is a private nonprofit organization in Northeast Florida whose mission is to produce world class events dedicated exclusively to raise funds to end breast cancer. One hundred percent of raised funds and race proceeds for all 26.2 with Donna events go to breast cancer research and care. Since its inaugural year in 2008, 26.2 with Donna has contributed more than \$3 million to its beneficiaries. Seventy percent (70%) of proceeds go to the Mayo Clinic for bench top breast cancer research. Thirty percent (30%) of proceeds go to The Donna Foundation to help breast cancer patients with critical financial needs. The 6th Annual 26.2 with Donna on February 17, 2013 is expected to draw 12,000 registered runners from all 50 states and more than 20 countries worldwide. [www.breastcancermarathon.com](http://www.breastcancermarathon.com).

The FL.ROC was created to give adventure seekers a fun and challenging race on country terrain. The races are spread throughout Florida, and each race contains some obstacles that are unique to the location of the race. Obstacles may include Tire Stutter Steps, Low Crawl, Military Wall, Over/Under Hurdles, Balance Beams, Mud Pits, Water Pits, Slip and Slide, Country Terrain, and Rope Pull. For more information about FL.ROC, visit [www.fl-roc.com](http://www.fl-roc.com).

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