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THE PLAYERS 2012 helps raise nearly \$68,000 for 26.2 with Donna Foundation through THE PLAYERS 5K with Donna, Birdies for Charity and Sunday's Pink Out

Ponte Vedra Beach, Fla. – On the heels of one of the most successful and exciting PLAYERS Championships in history, THE PLAYERS is proud to announce that \$67,685 was raised for breast cancer research and care through the event's partnership with the 26.2 with Donna Foundation, a local charitable organization that raises funds for ground-breaking breast cancer research at Mayo Clinic and women living with breast cancer through The Donna Foundation.

A sold out crowd of 1,280 runners kicked off THE PLAYERS week on May 5 at THE PLAYERS 5K with Donna. For the first time, participants began at the TPC Sawgrass Clubhouse and continued along the cart paths through the back nine holes, passing the world-famous island green at 17 just days before the start of the tournament. In years past, the Mother's Day race was held on Atlantic Beach.

The 5K event raised \$30,000 for the 26.2 with Donna Foundation, and race registrations were also tied to THE PLAYERS Birdies for Charity program, raising an additional \$1,500 in bonus money for the organization. To date, THE PLAYERS 5K with Donna series has raised more than \$121,000 for the 26.2 with Donna Foundation.

Race registration included a grounds ticket to Championship Sunday's "Pink Out" at THE PLAYERS on May 13. Players, caddies, sponsors and fans were encouraged to wear pink to TPC Sawgrass in support of the 26.2 with Donna Foundation, which was THE PLAYERS "Charity of the Day" for the final round. THE PLAYERS also carried the "Pink Out" theme throughout the course with pink flowers included in the landscape and a "Pink Out"-themed Mother's Day pin for mothers in attendance. For every fan on Sunday, THE PLAYERS donated \$1 to the 26.2 with Donna Foundation. In addition, THE PLAYERS 5K with Donna race participants had access to "The Courtyard" on Sunday, where 26.2 percent of concessions were also donated to the 26.2 with Donna Foundation.

Attendance and The Courtyard concession sales during Sunday's "Pink Out" generated a \$36,185 donation to the 26.2 with Donna Foundation.

"It was amazing to see THE PLAYERS turn pink for Mother's Day," said 26.2 with Donna Founder Donna Deegan. "I am so grateful and look forward to building on the momentum of this year's success and raising more funds to finish breast cancer in partnership with the PGA TOUR."

More information about THE PLAYERS is available at PGATOUR.COM/theplayers.

PGA TOUR

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About THE PLAYERS Championship

THE PLAYERS Championship annually combines the best field in golf with the world-class venue that is THE PLAYERS Stadium Course at TPC Sawgrass. PwC is the exclusive Proud Partners of THE PLAYERS. Proceeds from THE PLAYERS benefit Northeast Florida charities and have totaled more than \$46 million since the event moved to Ponte Vedra Beach in 1977, including a record \$5.9 million donation in 2011. In April 2011, THE PLAYERS announced a new charitable focus, committing to generate \$50 million for youth-related charities over the next 10 years. For more on THE PLAYERS and the surrounding area, visit PGATOUR.COM/theplayers or visitpontevedra.com.

About the PwC Network

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About 26.2 with Donna

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. Thirtypercent (30%) of proceeds go to The Donna Foundation to help breast cancer patients with critical financial needs.

The 6th Annual 26.2 with Donna is expected to draw 12,000 registered runners from all 50 states and more than 20 countries worldwide. Join us as we celebrate 6 Years on February 17, 2013. Together, we will finish it! www.breastcancermarathon.com

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