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FOR IMMEDIATE RELEASE

JWEN Event to Benefit 26.2 with Donna

Fundraiser in association with 110% Give Harder Foundation

JACKSONVILLE, Fla (January 11, 2012) — Kicking off the new year, JWEN announces a special fundraising event “Gearing up for the 26.2 with Donna” to be held January 12 at Season 52 Fresh Grill in the St. Johns Town Center. The event will feature the 110% Give Harder Foundation’s extraordinary fundraising initiative for 26.2 with Donna: 110M for 110K. The evening will begin at 6 p.m. with cocktails followed by dinner at 7 p.m. The fantastic lineup of speakers includes:

- *Donna Deegan* | News anchor, author, breast cancer survivor and founder of the 26.2 with Donna: The National Marathon to Finish Breast Cancer.
- *Edith A. Perez, MD* | Director of the Breast Cancer Program in the Division of Hematology/Oncology and director of the Cancer Clinical Study Unit at Mayo Clinic in Jacksonville, Fla. She is a professor of medicine at Mayo Medical School and chair of the Breast Cancer Committee of North Central Cancer Treatment Group.
- *Kellie Smirnoff* | Accomplished endurance athlete, ultra marathoner, winner of the EPICMAN 2011 challenge. Kellie and her sister Heather will team up for the 110M for 110K, each running 110 Kilometers to the marathon finish.
- *Marni Sumbal* | Exercise physiologist, registered and licensed dietitian, coach, writer, speaker and five-time Ironman Triathlon finisher. Marni will provide advice about how we can all ensure our best performance on race day.
- *Jennifer Levinson* | Senior Director at NBA Creative Services, 10-year survivor, participant in Mayo’s Herceptin trial, past board member of the Young Survivors’ Coalition and the Florida Breast Cancer Coalition Research Foundation and recipient of the National Breast Cancer Coalition’s Advocacy Award.

Cost to attend is \$110 per person. Proceeds from the evening will go towards 110% Give Harder Foundation’s fundraising on behalf of 26.2 with Donna. Please RSVP to Lori Adams at ladams@hvadvisors. In order to confirm your reservation, please pay in advance via <http://bit.ly/vReAfG>. A portion of the \$110 will qualify as a tax-deductible donation.

The 110M for 110K Initiative: The 110% Give Harder Foundation seeks to raise \$110,000 for donation to the 26.2 with Donna Foundation to support breast cancer research. One hundred percent (100%) of the funds raised will go directly to the 26.2 with Donna. Beginning on Saturday, February 11, 2012, their team of dedicated runners will set out on a 110-mile journey in Jacksonville, Florida. Each of the runners will run nearly 84 miles through the night to get to the starting line of the 2012 26.2 with Donna Marathon. The runners will continue onto the course of the 26.2 with Donna Marathon and will run another 26.2 miles until the finish line. <http://110giveharder.com/>

The 26.2 with Donna mission is to passionately produce world class events to raise funds for groundbreaking breast cancer research and empower those living with breast cancer. Seventy percent of all race proceeds go to the Mayo Clinic for bench top breast cancer research. Thirty percent of all race proceeds go to The Donna Foundation to help breast cancer patients with critical financial needs. Join us as we celebrate 5 Years —February 12, 2012! Together, we will finish it. www.breastcancermarathon.com

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