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FOR IMMEDIATE RELEASE

Business Finishing Breast Cancer — Tie Into Give \$5!

JACKSONVILLE, Fla. (October 6, 2011) — On February 12, 2012, 26.2 with Donna will celebrate a 5th anniversary with the 5th Annual 26.2 with Donna. In recognition of 5 years of love, hope and friendship, 26.2 with Donna is asking everyone to Give \$5. For businesses who would like to support efforts to Finish Breast Cancer, 26.2 with Donna announces Tie Into Give \$5.

Tie Into Give \$5 is an easy-to-implement 26.2 with Donna fundraising program. 26.2 with Donna provides program materials, support and ideas, and businesses raise funds for the cause. For every \$5 donation, businesses will give a pair of 26.2 with Donna supplied pink shoelaces to the supporter to wear so he or she can Celebrate the Finish with us on February 12, 2012.

“The Tie Into Give \$5 for 26.2 with Donna is a great example of how the civic-minded are going to great lengths to have an impact on major issues right here in Jacksonville,” said Mayor Alvin Brown. “I commend the effort and am comforted to see people bolstering our reputation for philanthropy in Northeast Florida.”

The Tie Into Give \$5 program coincides with the Give \$5 Fundraising Challenge and the marathon’s 5th anniversary, giving those who choose to fundraise a huge incentive. If collectively 26.2 with Donna runners raise \$100,000 more than they did last year, The Weaver Family Foundation will match it. Every last penny of this money will go to the Mayo Clinic and to The Donna Foundation for breast cancer research and care.

“We want to get everyone involved in our efforts to finish breast cancer,” said Donna Deegan, founder and event chairman of 26.2 with Donna. “Runners and non-runners can help us by contributing to our Give \$5 campaign. We have the added incentive this year of a challenge grant from Wayne and Delores Weaver. If we can raise 100k more than last year, the Weaver Family Foundation will match it. I hope our business community will get on board and help us with this very worthwhile cause.”

Gretchen’s Hallmark will Tie Into Give \$5. “Just in the past year, the team at Gretchen's Hallmark was touched by breast cancer,” said Manan Gandhi, owner of Gretchen's Hallmark. “With Tie Into Give \$5, all of our locations can participate and help support the important work 26.2 with Donna is doing to finish the disease.”

Help us win the challenge! Participate by any of the following ways:

- Sign up your business for Tie Into Give \$5 www.breastcancermarathon.com/support/tieintogive5/
- Set up your online fundraising account to donate donate.breastcancermarathon.com/2012marathon
- Give \$5 donate.breastcancermarathon.com/give5

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

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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.

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