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**FOR IMMEDIATE RELEASE**

## **Weavers Pose \$100,000 Marathon Challenge**

JACKSONVILLE, Fla. (July 26, 2011) — Delores and Wayne Weaver, owners of the Jacksonville Jaguars, have joined forces with 26.2 with Donna to offer runners an unprecedented opportunity: A \$100,000 marathon challenge.

The challenge coincides with the marathon's 5<sup>th</sup> anniversary, and gives those who choose to fundraise a huge incentive. If collectively they raise \$100,000 more than they did last year, The Weaver Family Foundation will match it.

The Weavers are no stranger to the world of cancer research or racing. To date they've raised \$48 million through a challenge grant at The Boston Marathon.

"For 24 years we've been supporting cancer research in Boston, so we thought why not come home and support Donna's work," said Delores Weaver, who lost her mother to cancer many years ago. "We love being on the beach to support you as you run by. We wanted to get more involved. I challenge everyone to raise that \$100,000 and turn it into \$200,000."

"From day one of this race, Delores and Wayne Weaver have been on the course cheering on our runners," said Donna Deegan, founder and event chairman of 26.2 with Donna. "That has meant more to me than I can express. This community is so fortunate to have them, and I couldn't be more grateful they've chosen to partner with 26.2 with Donna."

Last year, in addition to their marathon entry fees, those who elected to fundraise collected \$243,000. To get the match, their collective goal for our 5<sup>th</sup> anniversary race will be \$343,000.

"This support from the Weaver Family Foundation is a symbol of their generosity and also their understanding of the significant impact of this event on the city of Jacksonville," said Edith Perez, M.D., oncologist and internationally known breast cancer researcher at Mayo Clinic in Florida. "Fundraising efforts for the 26.2 with Donna generates much needed funds to help women with breast cancer and to conduct the visionary research necessary to conquer this disease. I am honored to be a part of this event for the fifth consecutive year."

Accepting the challenge is easy—simply Give \$5 at [donate.breastcancermarathon.com/give5](http://donate.breastcancermarathon.com/give5).

To set up your online fundraising account to donate and encourage others to give, go to [donate.breastcancermarathon.com/2012marathon](http://donate.breastcancermarathon.com/2012marathon). Every last penny of this money will go to the Mayo Clinic and to The Donna Foundation for breast cancer research and care.

In September, 26.2 with Donna will announce some fabulous fundraising incentives for those who choose to fundraise, including VIP parking at this year's 26.2 with Donna. So get a jump start and begin your fundraising today. Help us win the challenge!

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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.

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*Editor's Note: Photo of Delores and Wayne Weaver and Delores Weaver and Edith Perez, M.D. are attached for use in your publication.*