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FOR IMMEDIATE RELEASE

26.2 WITH DONNA OFFERS SPECIAL INCENTIVES TO FIRST COAST COMMUNITY

Jacksonville, Fla. (January 4, 2013). In 2013, 26.2 with Donna The National Marathon to Finish Breast Cancer is celebrating the place it calls home—the First Coast. To show appreciation to the First Coast community for its continued hospitality and support, 26.2 with Donna invites locals to take part in the many discount opportunities being offered for the upcoming 6th Annual 26.2 with Donna to be held February 15-17, 2013.

A few of the great opportunities include:

Locals Rule Discounted Runner Registration. First Coast residents* can take advantage of special discounts and join with friends from all over to Finish Breast Cancer. Use promo code LOCALSRULE when registering.

Love Our Troops Discounted Runner Registration. To give special thanks to our troops, 26.2 with Donna offers a discounted rate to all active military. These incentives may be applied to registration for the Marathon, Half-Marathon and Relay. Use promo code LOVEOURTROOPS when registering.

Survival Strap Program. Participants purchase a 26.2 Survival Strap® online at survivalstraps.com/thedonna and present the 26.2 Survival Strap® at participating businesses to receive discounts throughout the year. Some participating businesses include Baileys Gym, Auto Line, Salt Life Food Shack, Smashburger, and First Street Gallery. A full list of participating businesses can be found at www.breastcancermarathon.com/run/first-coast-discounts/.

Gear Up and Save. 1st Place Sports, the Official Running Store of 26.2 with Donna, has joined the campaign to thank locals. When a runner spends \$100 or more at any 1st Place Sports location, 1st Place Sports will pay \$20 of that runner's registration (Marathon, Half Marathon or Relay). Offer expires January 31, 2013.

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 cancer research. Thirty percent of all race proceeds go to The Donna Foundation to help breast cancer patients with critical financial needs. For more information, visit www.breastcancermarathon.com.

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** To qualify for the discount, you must register by 1/31/13 with a valid mailing address in one of the following First Coast counties: Duval, Clay, Flagler, St. Johns, Nassau, Putnam, Bradford, Union, Columbia, Baker, Ware (GA), Charlton (GA), Camden (GA), Brantley (GA), Pierce (GA), Glynn (GA). This offer is not valid with any other promotion.*