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FOR IMMEDIATE RELEASE

Mayor Brown's 26.2 with Donna Challenge

JACKSONVILLE, Fla (January 5, 2012) — In the midst of improving Jacksonville's fiscal health, Mayor Alvin Brown is also interested in enhancing city employees' personal health and wellness. Mayor Brown is challenging all City of Jacksonville employees to participate in the 2012 26.2 with Donna 5K & Family Fun Run presented by Academy Sports + Outdoors. The first official group meeting and run/walk for Mayor Brown's Challenge will be held tonight, January 5 at 5:30 p.m. in the Lynwood Roberts Room in City Hall.

"Donna Deegan transformed a trying period in her life into a personal journey of hope that can inspire us all to live more active, healthier lives," said Mayor Brown. "I'm honored to have Mayor Brown's Challenge as a small segment of a major event that has had a positive impact on Northeast Florida and beyond throughout the past five years."

After welcome and introductions from representatives from the City of Jacksonville, Coach Jon and 26.2 with Donna, the group will run/walk 2 miles. Two mile route shown on page 2. The city has coordinated an internal "Couch to 5K" training plan led by Wellness Coordinator Jon Vredenberg. The first information meeting attracted more than 80 employees. Contact City Hall for more information at (904) 630-CITY.

This is one component in an overarching Mayor Brown's Challenge that also includes challenging all residents and businesses in the City of Jacksonville to "Give 5" in recognition of the 5th Anniversary of 26.2 with Donna. Give \$5. Give 5 miles in the Marathon Relay. Give 5K in the 5K & Family Fun Run. Give 5 hours of your time to volunteer or cheer on runners February 12, 2012.

The 26.2 with Donna 5K & Family Fun Run returns on February 11, 2012 to be held in conjunction with the 5th Year 26.2 with Donna Celebration. Runners experience the best Downtown Jacksonville has to offer with a great warm-up race along the St. John's River. The 5K will be a timed event. The Family Fun Run will be a family friendly 1 mile run or walk. The course starts and finishes at the Prime Osborn Convention Center, home of the 26.2 with Donna Health & Fitness Expo presented by Eisai. Register at register.breastcancermarathon.com

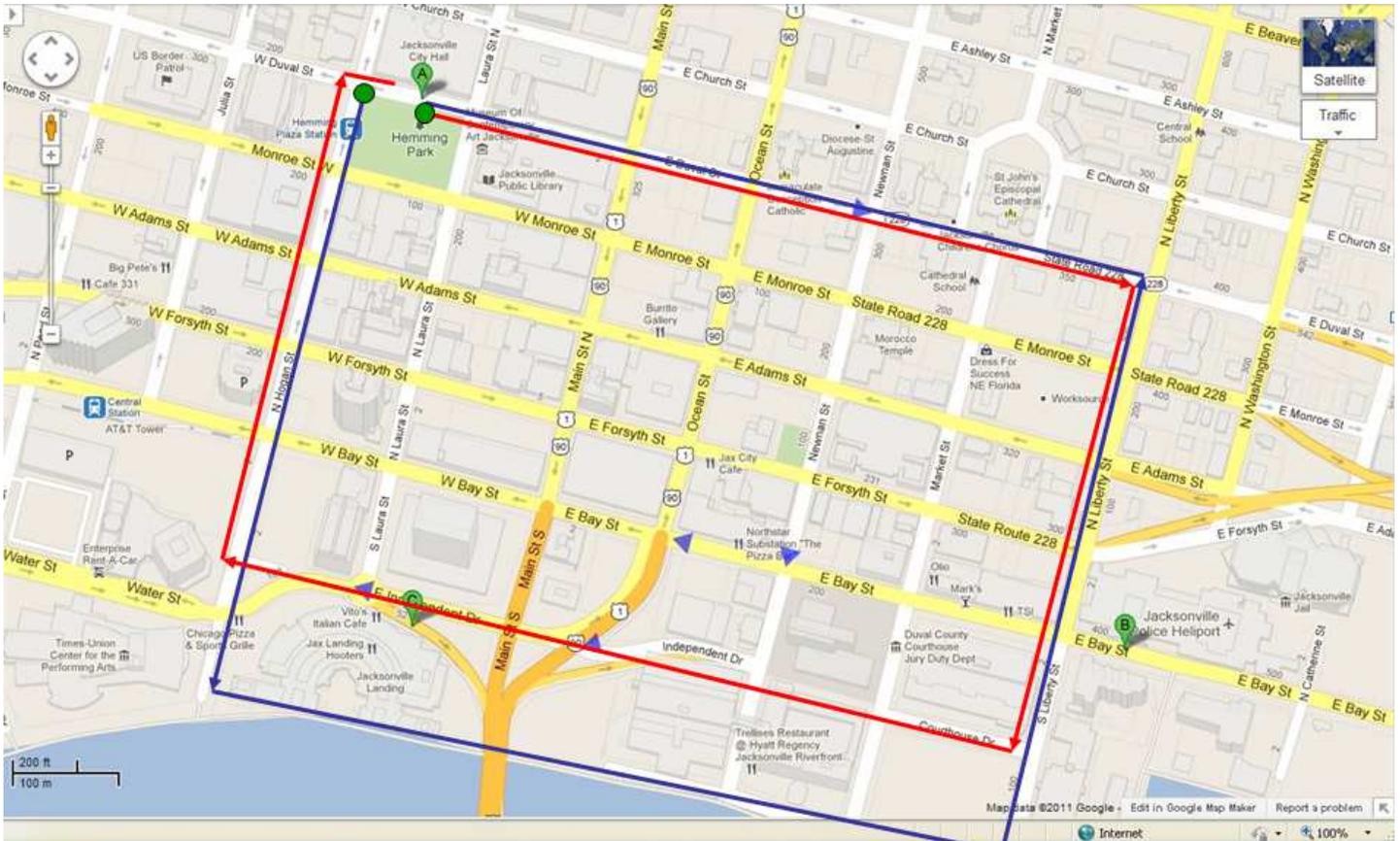
The 26.2 with Donna mission is to passionately produce world class events to raise funds for groundbreaking breast cancer research and empower those living with breast cancer. Seventy percent of all race proceeds go to the Mayo Clinic for bench top breast cancer research. Thirty percent of all race proceeds 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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Two Mile Run/Walk Route



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