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FOR IMMEDIATE RELEASE

26.2 WITH DONNA ANNOUNCES PARTNERSHIP WITH RODALE INC.

The National Marathon to Finish Breast Cancer to Create Cause Marketing Promotion with Global Media Company

JACKSONVILLE BEACH, Fla (January 9, 2012) — 26.2 with Donna, the National Marathon to Finish Breast Cancer, is excited to announce a special partnership with global media resource, Rodale Inc. Rodale manages a large portfolio of properties including these respected international publications: *Runner's World*, *Women's Health*, *Prevention*, and *Bicycling Magazine*.

Rodale has agreed to donate 50 percent of proceeds from all one-year magazine subscriptions with a registration to any 26.2 with Donna event including marathon, half marathon, marathon relay, 5K and bike race. The promotion is part of a collaborative breast cancer awareness initiative and lasts until the marathon, which takes place on February 12, 2012.

Entrants into 26.2 with Donna can subscribe to any of the four participating Rodale publications for only \$10 as a part of the race's online registration. Existing registrants may subscribe by visiting www.breastcancermarathon.com.

"This is a terrific deal for 26.2 with Donna participants and proceeds will directly benefit our efforts," said Donna Deegan, founder and event chairman. "Partnerships like these are so important to achieve our mission."

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

Rodale is a global media company with a heritage, mission, and authority dedicated to the health and wellness of the individual, community, and planet. Through a broad portfolio of leading media properties, Rodale reaches more than 70 million people around the world through multiple distribution channels, including magazines, books, online, e-commerce, direct-to-consumer, and video. The company publishes some of the best-known health and wellness lifestyle magazines, including *Men's Health*, *Prevention*, *Women's Health*, *Runner's World*, *Bicycling*, *Running Times*, and *Organic Gardening*, and is the largest independent book publisher in the United States, with a collection of bestselling titles, including Al Gore's *Our Choice*, Howard Schultz's *Onward*, Alicia Silverstone's *The Kind Diet*, *Flat Belly Diet!*, and *Eat This, Not That!*, among others. Rodale is also a leader in direct-response marketing and has more than 25 million active customers in its database. www.Rodaleinc.com

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