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## FOR IMMEDIATE RELEASE

### **26.2 with Donna - New Marathon Division Open to C-Level Executives** *-Limited and Exclusive Opportunity-*

JACKSONVILLE, Fla. (January 10, 2011) — 26.2 with Donna announces a new marathon division for C-level Executives through a partnership with CEO Challenges®. This exclusive division is open to C-level Executives (CEO, COO, CFO, President, Owner, etc.) of companies with over \$1 million in annual gross revenue. Participating CEOs will compete in the Fourth Annual 26.2 with Donna The National Marathon to Finish Breast Cancer to be held February 13, 2011.

The first registered participant in this division is Doug MacLean, CEO of Pharmavite. Pharmavite is a global leader in the dietary supplement industry with core brands such as Nature Made® and SOYJOY®. Based in Los Angeles, California, Doug joined Pharmavite in May 2010 after spending the last 20 years in the consumer products business where as an owner/partner, he utilized his entrepreneurial talents and passion to transform the Talking Rain Beverage Company from a start-up to a national brand in the United States and Canada. Doug is an avid runner, recently completing his 96<sup>th</sup> marathon. Doug is not new to 26.2 with Donna. Doug competed in the 2009 marathon event with his son Hunter.

“Doug has been a true friend and supporter of our efforts to finish breast cancer from the very start. He also happens to be an incredible athlete and great competitor. I’m thrilled to be partnering with Doug and CEO Challenges. The leaders of our top companies are in a unique position to help us succeed in our mission to end this disease once and for all.”

Donna Deegan, 26.2 with Donna Race Founder

“We are thrilled to partner with 26.2 with Donna on the CEO Challenge ‘race within the race’,” stated Ted Kennedy, President of CEO Challenges. “This is a perfect opportunity for CEOs to follow their passion while supporting an incredibly worthy cause. I am especially touched by this event as my Mother is a 20-year survivor, and this race is a big reason why people every day are able to win the battle against breast cancer. I applaud the CEOs who will run 26.2 miles in February, and thank them for their support of this great event.”

With a registration fee of \$250, participants will receive an entry in the marathon event and enjoy great perks including an invitation for the participant and one (1) guest to the following VIP functions:

- 26.2 with Donna VIP Cocktail Party presented by LBA Certified Public Accountants, One Ocean and Rosa Regale to be held Friday, February 11
- 26.2 with Donna Pasta Dinner to be held Saturday, February 12
- The Ruth’s Chris VIP Viewing Tent for the 26.2 with Donna to be held Sunday, February 13

**Registrations will be limited to 20 CEOs**, and awards will be given to top male and female finishers. Participants will also join an elite group of C-level Executives who will enjoy helpful advice, continuous support, and camaraderie of their peers under the support of 26.2 with Donna and CEO Challenges®. Interested participants can register at [www.breastcancermarathon.com/run/register](http://www.breastcancermarathon.com/run/register).

CEO Challenges® is the world leader in sport competitions designed specifically for CEOs, with the goal of identifying the world’s best CEO in several sports. Founded in 2001 with the CEO Ironman Challenge, CEO Challenges® has expanded to



# CEO CHALLENGES® MARATHON

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include CEO Triathlon, Cycling, Marathon, Hockey, Fitness, and Driving Challenges in spectacular settings worldwide. For more information, go to [www.ceochallenges.com](http://www.ceochallenges.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. **Together, we will finish it.** [www.breastcancermarathon.com](http://www.breastcancermarathon.com)

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