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26.2 WITH DONNA: AN INTERNATIONAL SUCCESS

JACKSONVILLE, Fla. (May 18, 2011) – The nationally known 26.2 with Donna has become a phenomenal success in just four short years. Join the Jacksonville American Marketing Association (JAMA) as we welcome Executive Director, Amanda Napolitano, and Creative Director, Kurtis Loftus of The Kurtis Group, as they share with us the marketing strategies for making this race such an overnight success and their plans for the upcoming five-year celebration.

Founded by First Coast News Anchor and breast cancer survivor, Donna Deegan, the 26.2 with Donna, The National Marathon to Finish Breast Cancer, is a non-profit event held in Jacksonville Beach, Fla. This event, alone, will attract about 10,000 runners, including runners from all 50 states and more than 20 different countries. Marketing non-profit events is one of the most challenging but this event has more than achieved the right branding strategies and goals, with a minimal budget. All of the more than \$3,000,000 raised by the marathon, other events and other fundraising efforts goes to breast cancer research and critical financial support for First Coast breast cancer patients as they go through their treatment.

“The 26.2 with Donna is a prime example of the power of Jacksonville and the First Coast,” says Chris Boivin, President of JAMA. “I am honored to have the organization coming to speak to JAMA, and look forward to learning how a passionate local foundation has become a powerhouse for breast cancer research and care across the nation.”

Napolitano will share with us ideas and strategies she uses to tackle the entire management for all 26.2 with Donna events. She is a founding partner of the event, as well as a devoted runner. In 2008, Napolitano received an award for her work with the marathon. Napolitano holds a B.S. in Technical Communications from Mercer University. She is also an active member of The Society of Technical Communication, the Gator Bowl Association and JAMA.

Loftus is President/CEO and Creative Director of The Kurtis Group. Loftus has spent 25 years working in Jacksonville, in the advertising and design industry. He has illustrated three books, published a nationally-distributed surfing magazine and has spent more than 17 years as a creative director for an international active tradeshow company. Loftus is most recognized for his creative talents with high-profile events such as the Annual Gator Bowl Classic, ACC Championship Game, Jacksonville Jazz Festival, PGA-American Supports You and 26.2 with Donna-The National Marathon to Finish Breast Cancer.

Don't miss out on this exclusive opportunity to learn from respected and talented leaders while enjoying a tasty Panera breakfast.

JAMA's monthly program featuring Amanda Napolitano and Kurtis Loftus will take place from 7:30am to 9:00am May 26 at the Fairfield Inn & Suites, located at 4888 Lenoir Avenue (JTB & I-95). Coffee and breakfast will be provided. Tickets are \$20 for non-members of JAMA and \$10 for members. Early bird discounts are available. For more information, please visit www.jaxama.org.

About 26.2 with Donna:

26.2 with Donna The National Marathon to Finish Breast Cancer is the only U.S. marathon dedicated solely to raising funds to finish breast cancer. Following the inaugural race in 2008, the annual event has raised more than \$3M. All proceeds from 26.2 with Donna go towards the marathon's goal of finishing breast cancer. Seventy percent goes to Mayo Clinic for bench top breast cancer research, while thirty percent goes to the Donna Foundation to help breast cancer patients with their critical financial needs as they undergo treatment. For more information, visit www.breastcancermarathon.com.

About the Jacksonville Chapter of the American Marketing Association

The Jacksonville Chapter of the American Marketing Association is the only association geared towards marketing professionals of multiple disciplines in Northeast Florida. The chapter is the most valued professional marketing organization that engages, educates, inspires and cultivates exceptional marketers in Northeast Florida. For more information, visit www.jaxama.org.

About the American Marketing Association

The American Marketing Association (AMA) is the largest professional marketing association in North America. The AMA is a source that marketers turn to everyday for information and resources, education and training, and professional networking. AMA members are connected to a network of experienced marketers nearly 40,000 strong and include leading marketing academics, researchers and practitioners from every industry.

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