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MEDIA ADVISORY (1/28/13): Race Updates from 26.2 with Donna

WHAT/WHEN: DONNA DEEGAN TO VISIT MARATHON HIGH STUDENTS AT YULEE HIGH SCHOOL

Donna Deegan will visit Yulee High School on Tuesday, January 29 to meet a group of high school students training and raising money for the 6th Annual 26.2 with Donna Half Marathon. These students are participants of Marathon High, a regional nonprofit program dedicated to empowering high school students throughout Northeast Florida.

The students will present a check to Deegan for the 26.2 with Donna Foundation to fund bench top breast cancer research at Mayo Clinic and the critical financial needs of those with breast cancer, through the Donna Foundation. Following the check presentation, Deegan and the students will hit the road for a training run.

Marathon High is a school-based running club open to teens of all backgrounds and abilities in grades 9-12. Through running and training for a half marathon, this after-school program allows teenagers to develop respect, self-esteem, courage, strength, confidence, healthy lifestyles and a positive direction for their future.

This season, there are over 200 local teenagers taking part in Marathon High, targeting 26.2 with Donna. Look for them on race day wearing red Marathon High t-shirts, and ring your cow bells extra hard for these wonderful kids.

For more information, visit http://www.breastcancermarathon.com/run/marathon_high/

WHO/WHAT: FINAL WEEK TO TAKE ADVANTAGE OF DISCOUNTS FOR FIRST COAST RESIDENTS

This is the final week that First Coast residents* can take advantage of many discount opportunities for the upcoming 6th Annual 26.2 with Donna to be held February 15-17.

A few 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 LOCALS RULE when registering. Participants must register by January 31, 2013 to qualify for discount.

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 26.2 with Donna participant spends \$100 or more at any 1st Place Sports location, 1st Place Sports will pay \$20 of that participant's registration (Marathon, Half Marathon or Relay). Offer expires January 31, 2013.

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. Participants

must register by January 31, 2013 to qualify for discount.

Survival Strap Program: Participants can purchase a 26.2 Survival Strap® online at www.survivalstraps.com/thedonna and present the 26.2 Survival Strap® at participating businesses to receive discounts throughout the year. Some participating businesses include: Bailey's 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/.

**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.*

WHO/WHAT: LOCAL LEGENDS RETURN TO DEFEND THEIR TITLE AT THE 6TH ANNUAL 26.2 WITH DONNA

The First Coast is full of competitive athletes in the sport of running.

In the women's race, Kim Pawelek returns to defend her local title for the Marathon event. Pawelek won the 2012 26.2 with Donna Marathon event with a time of 2:50:19.

In the men's race, 26.2 with Donna expects to see the top three local men, Chris Mutai, Josh Myers and Paul McRae return to compete for top local honors. All three men finished in the top field for local men in 2012, with Myers holding the fastest time of 2:35:16.

BACKGROUND:

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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