



The National Marathon to Finish Breast Cancer with DONNA 26.2 4th Annual
www.breastcancer-marathon.com
Sponsoring Mayo Clinic and Women Living With Breast Cancer to Finish Breast Cancer



Edith Perez, M.D. and Donna Deegan

THE RACE

26.2 with Donna The National Marathon to Finish Breast Cancer will begin at 7:30 a.m. on Sunday, February 13, 2011 near the Mayo Clinic Campus in Jacksonville, Florida. Runners will enjoy panoramic views of the intracoastal waterway and tidal marshland, and meander through the unique beach communities of Jacksonville Beach, Neptune Beach and Atlantic Beach. A 2.5 mile stretch of the course will detour onto the beautiful hard packed sand of Florida coastline, which is perfect for running! Water, fuel and aid stations will be positioned along the race course. Water stations will be available approximately every mile. Odd mile water stations will provide sports drink. GU, our official fuel partner, will be available starting at mile 5, every 3 miles. Medical aid stations will be available every 3 miles. Portable restrooms will be available at many locations all over the course.

WHY WE'RE HERE

26.2 with Donna is the only marathon in the nation dedicated solely to breast cancer research and care. The race was founded by First Coast News Anchor, three time breast cancer survivor, and avid marathoner, Donna Deegan.

Deegan teamed up with her oncologist, Dr. Edith Perez of the Mayo Clinic, and 1972 Olympian and running coach Jeff Galloway and in 2008 the race was born. One hundred percent of race proceeds go to bench-top research at the Mayo Clinic, and to pay for the critical needs of breast cancer patients through The Donna Foundation, an organization Deegan founded in 2004 to help cancer patients struggling financially.

To date, the race has attracted over 26,000 runners and raised more than two million dollars

A genomics project at Mayo Clinic started with the funds from the marathon has already made it possible to identify every mutation of a breast cancer gene, a big step toward finding better, more individualized treatments for patients, and ultimately a cure.

Thank you for choosing to
FINISH BREAST CANCER!

26.2 with Donna weekend activities

26.2 WITH DONNA HEALTH & FITNESS EXPO presented by Mentor

Your race experience starts at the 26.2 with Donna Health & Fitness Expo presented by Mentor. Pick up your personalized bib number that includes your timing chip, t-shirt and goodie bag while checking out a variety of exhibits along with free samples, interactive displays and running apparel. We are also excited to offer a series of clinics from experts in the fields of health, nutrition and running. Yoga sessions courtesy of Novartis will be offered throughout the day. For more information on our exhibitors and clinics, please visit our website breastcancer-marathon.com.

PINK ROOM SILENT AUCTION presented by EFX Performance Edge

While at the Health & Fitness Expo, stop by the Pink Room Silent Auction for a variety of auctioned items including a signature key necklace from Tiffany & Co. Proceeds will benefit the Donna Foundation and help women living with breast cancer.

5K and FAMILY FUN RUN presented by Amgen Breakaway from Cancer

The 5K and Family Fun Run will start and finish at the Prime Osborn Convention Center. 5K Runners will experience the best Downtown Jacksonville has to offer as they run the 3.1 course down Water Street, along the Northbank River Walk, and across the Acosta Bridge to the finish. Family Fun Run participants will follow an out and back course on Water Street, and kids receive a super cool finisher's medal at the finish line.

GALLOWAY PEP RALLY

Join U.S. Olympian, Author, Inspirational Speaker, and 26.2 with Donna Training Director Jeff Galloway as he offers tips for a successful run and motivates the crowd to **FINISH BREAST CANCER!**

26.2 with DONNA PASTA PARTY and BIRTHDAY CELEBRATION presented by Winn-Dixie

We invite you to celebrate Donna's birthday running and share the pre-race excitement with good food, great company, and Southern hospitality. Our pasta party is a fun and relaxing way for you to fuel up before race day.

The pasta party is open to the public. Tickets are \$20. Children under 12 eat free! Tickets can be purchased at the door or at the 26.2 with Donna Health & Fitness Expo presented by Mentor. Proceeds will benefit the Donna Foundation and help **FINISH BREAST CANCER!**

TRANSPORTATION AND PARKING

Complimentary shuttles will start at 4 a.m. and the last bus for runners will leave at 6 a.m. Spectator shuttles to the start/finish line beginning at 6 a.m.

PARKING LOT SHUTTLES

University of North Florida
4567 St. Johns Bluff Rd., Lot 18

DOWNTOWN SHUTTLES

Omni Jacksonville Hotel
245 Water St.
Wyndham Jacksonville Riverwalk
1515 Prudential Dr.

SOUTHPOINT SHUTTLES

Best Western JTB/Southpoint
4660 Salisbury Rd.
Radisson Jacksonville Butler Blvd.
4700 Salisbury Rd.

Wingate Inn Southpoint
4681 Lenoir Ave. S.

BEACHES SHUTTLES

Comfort Inn Oceanfront
1515 First St. North
Days Inn Neptune Beach
1401 Atlantic Blvd.
Hampton Inn Ponte Vedra Beach
1220 Marsh Landing Pkwy.
One Ocean
One Ocean Blvd.
Quality Suites Oceanfront
11 First St. North

Bus Transportation will start back to the above locations at 9 a.m. and will continue until 3 p.m.

NOTE: Bus transportation will be provided from these locations ONLY. It is your responsibility to arrive at the start line on time.

SPECTATORS: If you are staying or live near the race route, it is strongly recommended that you walk to your chosen race viewing location. Much of the race course is within walking distance of the oceanfront hotels.



26.2 WITH DONNA MARATHON RELAY

presented by Bristol Myers Squibb RELAY INFORMATION

Packet Pick-up:
The Marathon Relay Team packets will be distributed at the Health & Fitness Expo presented by Mentor and will contain all materials for each of the runners on the team including our custom 26.2 with Donna timing baton. The team captain is responsible for picking up the race packet and distributing the materials to the team. All team members are encouraged to visit the Health & Fitness Expo presented by Mentor.

At the Start
Plan to arrive to Start/Finish Line at Mayo Clinic by 6 a.m. Please leverage race day transportation shuttles, as parking is not available at the race start. Leg 1 runners start at the same time as marathon and half marathon participants- 7:30 a.m. Leg 2, 3, 4 and 5 relay runners will be bused to their respective exchange zones. They should report to the relay bus loading area on San Pablo, located less than .5 miles from the start finish area. Please visit breastcancer-marathon.com for the relay shuttle transportation schedules.

Completing Your Leg
When relay runners have completed their leg of the race, they will be bused to the Finish Line area. Runners can wait on their team members in the Relay Reunite Area or are invited to the Runners' Village and Post-Race Celebration for food, beverages, and entertainment and more.

26.2 with Donna RACE DAY INFORMATION

RUNNERS' VILLAGE
Before the race, all runners are encouraged to visit the Runners' Village for complimentary muffins and water; fruit will be provided by Publix. The Runners' Village will also offer gear check courtesy of Genentech, first aid, post-race massages, photo ops and soup. The Runners' Village opens at 4 a.m. and will remain open until the close of the race.

POST-RACE CELEBRATION

The Post-Race Celebration Area opens at 4 a.m.

Plan to meet your family and friends at the Post Race Celebration Area. Alphabetically posted signs will help to establish an exact meeting place after the race.

The Post-Race Celebration is open to the participants as well as their friends and family. Each runner will be provided two free beverages. Additional food and beverage will be available for sale. The Post-Race Celebration will feature a jumbotron with real time race results, sampling by Talking Rain and Hydrive. Complimentary coffee and tea courtesy of Coffee Perks and munchies provided by the Jet Blue Snack Tent. Bring your wireless devices and keep track of the race through free wireless internet service provided by Clear. Be sure to stick around for live entertainment and the awards presentation with custom Tiffany & Co. awards.

LOST AND FOUND
If looking for lost items, please visit the information booth in the Post-Race Celebration Area. Items returned here will be kept for 30 days and can be collected after the race by emailing info@breastcancer-marathon.com or calling (904) 355-PINK (7465). Articles of clothing left along the race route are left at the owners expense and will not be taken to the lost and found area.



SCHEDULE OF EVENTS

Friday, February 11, 2011

26.2 with Donna Health & Fitness Expo presented by Mentor

Open Noon – 7 p.m.

Prime Osborn Convention Center
1000 Water Street, Jacksonville, Florida

- Race Packet Pick Up
- Various lectures throughout the day
- Pink Room Silent Auction presented by EFX Performance Edge
- Interactive Displays and running apparel

Saturday, February 12, 2011

26.2 with Donna 5K & Family Fun Run presented by Amgen Breakaway from Cancer Registration and Check In begins at 7 a.m. 5K begins at 8:30 a.m.

Kids Yoga begins at 9:10 a.m. Fun Run begins at 8:30 a.m.

Prime Osborn Convention Center
• Beverages
• Entertainment

26.2 with Donna Galloway Pep Rally Begins at 9 a.m.

with special guest Jeff Galloway
Prime Osborn Convention Center

26.2 with Donna Health & Fitness Expo presented by Mentor

Open 9 a.m. – 6 p.m.

Prime Osborn Convention Center

26.2 with Donna Pasta Party and Birthday Celebration presented Winn-Dixie Open 6 p.m. – 8 p.m.

Prime Osborn Convention Center
Grand Lobby

Sunday, February 13, 2011

Marathon begins at 7:30 a.m.

Half-marathon begins at 7:30 a.m.

Relay presented by Bristol Myers-Squibb begins at 7:30 a.m.

Mayo Clinic Campus
4500 San Pablo Road, Jacksonville, Florida
• Runners Village opens at 4 a.m.

- Transportation Service available from parking lots and participating hotels at 4 a.m.

Check breastcancer-marathon.com for more information.

Post Race Celebration
Mayo Clinic Campus

- Food and Beverages
- Entertainment
- Family Reunite Area
- Tiffany & Co. Awards Presentation, Noon

For more information on any of these events, e-mail info@breastcancer-marathon.com or call 904-355-PINK (7465).

Special Thanks
To the following sponsors and community partners



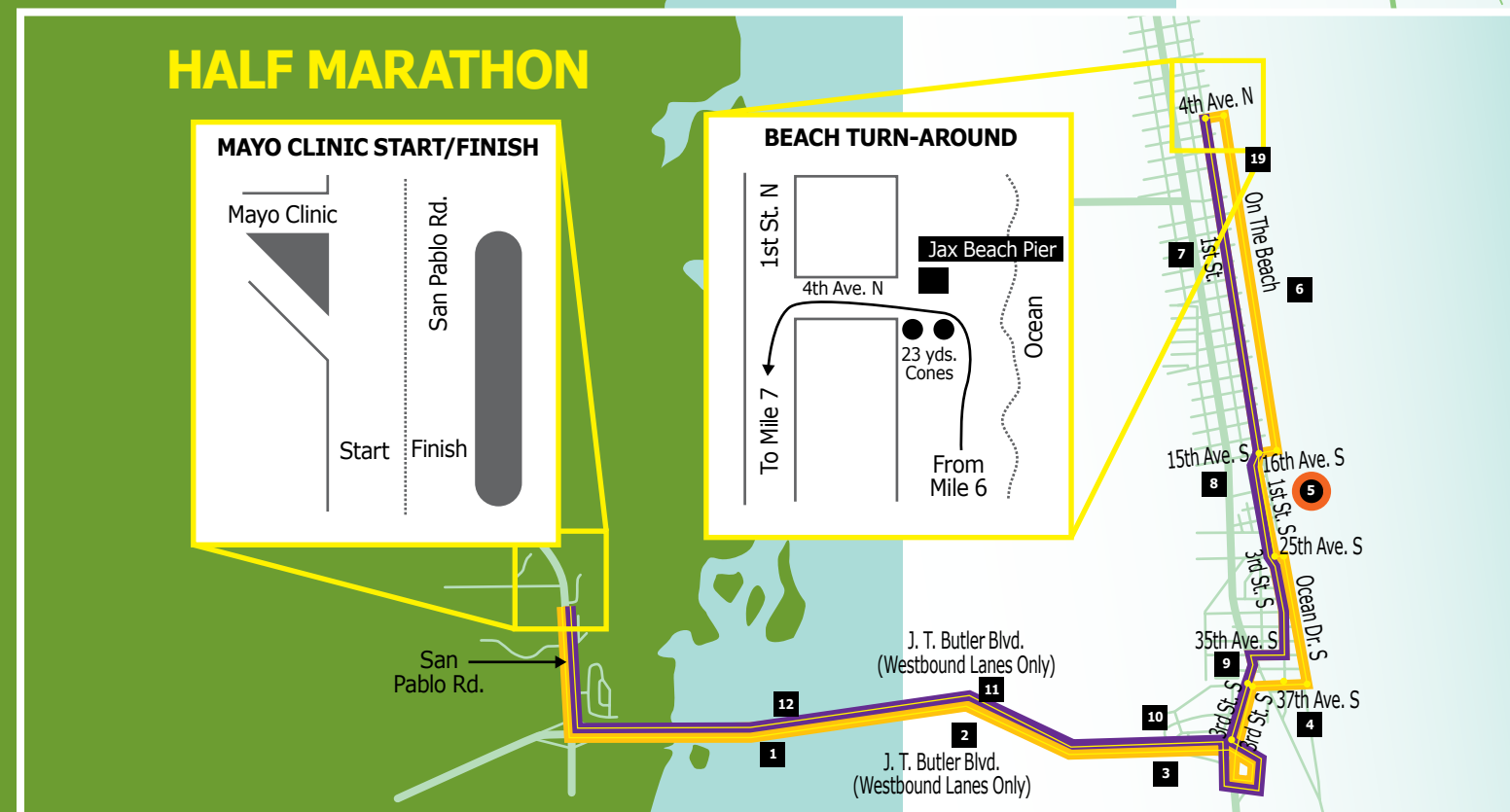
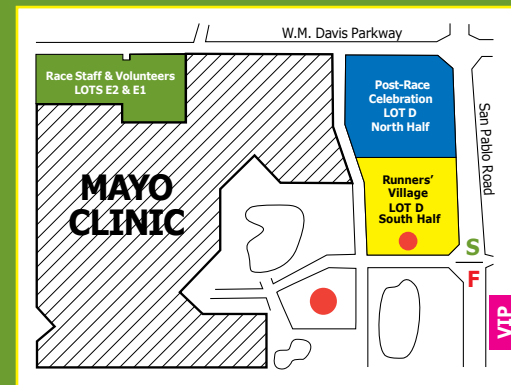
COURSE MAP

Both the marathon and the half marathon start and finish at 4500 San Pablo Road. The orange lines follow the marathon and half marathon from the start to the turnaround points. The purple lines follow the marathon and half marathon from the turnaround points to the finish line.

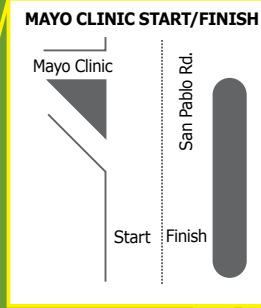
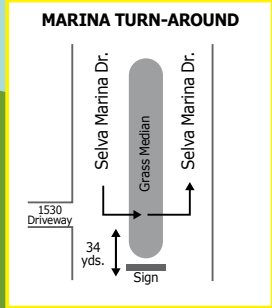
WATER STATIONS
25 fully supported water stations located approximately every mile beginning at Mile 1, as well as at the start line and finish area. Gatorade sports drink stations are at every odd number mile starting at Mile 3.

FUEL STATIONS
GU Energy Gel will be available every three miles beginning at Mile 5.

MEDICAL AND FIRST AID STATIONS
Mayo Clinic will provide medical support at the Runners' Village, the start/finish and the seven first aid stations along the course located approximately every three miles beginning at Mile 3. Additionally, the Jacksonville Fire and Rescue Department will provide roving medical support along the entire race route.



FULL MARATHON



- Water/Gatorade Sports Drink Station
- Water/Gatorade Sports Drink & GU Energy Gel
- Water/Gatorade Sports Drink Aid Station & GU Energy Gel
- Aid Station
- 23 Mile Marker (Approx.)
- 20 Mile Marker/Relay Exchange Zone

FOR SPECTATORS

POPULAR VIEWING LOCATIONS
Spirited supporters and curb crews are encouraged to wear **PINK** and display colorful signs and banners to cheer on the runners as they complete their journey to **Finish Breast Cancer**. While runners can be viewed along the most of the 26.2 mile course, the following locations are optimal viewing areas:

- The Jacksonville Beach Pier
- Seawalk Pavilion and Latham Plaza
- Bull Memorial Park
- Atlantic Beach Town Center

FAVORITE CHEERS

Show your support for participants! Clap, shout, ring your cowbells, twirl your towels, and shake your tamborines! It's always welcome and it gives runners an extra pep in their step. Here are some favorite cheers:

- Keep smiling!
- You're looking awesome!
- Running smooth!
- You can do it!
- Way to run!
- One stride at a time!
- You rock!
- Keep it up!
- Way to go!
- Call out something unique about a runner (bib # or shirt color)
- Finish Breast Cancer!

Cowbells, signs, thunder sticks, and other cheering supplies are available at breastcancermarathon.com, 26.2 with Donna merchandise booths and sponsor booths at the Expo. Cheering supplies can also be found at nearby hydration stations. Please be respectful of private and public property and dispose of your cheering materials appropriately.

TIPS FOR SPECTATORS AND PARTICIPANTS

There are activities throughout the marathon weekend for runners, friends and families to enjoy together. But when the starting gun fires Sunday morning, you've only got a few hours to find each other along the course and at the finish line. The easiest way to guarantee you and your friends see each other is to plan ahead. Here are some planning tips to help make your marathon day a success.

ON THE COURSE

- Map out where you'll be ahead of time by knowing your runner's pace time.
- Know what each other will be wearing or carry a sign or balloon. Sometimes it's easier for runners to spot spectators than the other way around.
- Pick a side. Communicate where you will be, and watch from the same side of the road. This will help runners see and find you.
- Plan for traffic. Allow extra time to get from one viewing spot to another. Get there early and don't leave if you don't see someone right away. Your runner may be having a really good day or a tough one.
- Cheer on other marathoners!

AFTER THE RACE

- Runners are routed to the Runners' Village (see Mayo Campus Map).
- Set a time and place to meet in case you miss each other at the finish line.
- Relax with friends and family at the Post-Race Celebration (see Mayo Campus Map). You can purchase souvenirs and merchandise, enjoy music and find out results.



RUNNER SAFETY

MEDICAL AID STATION AND MEDICAL PERSONNEL
There are seven medical aid stations along the marathon course and a medical field station at the start/finish line. Look on the course map for the symbol shown here. Medical personnel will be wearing red shirts and some will be on bikes riding the race course.

MARATHON PERSONNEL

Marathon personnel wearing blue jackets and will have radios and phones to contact emergency personnel quickly.

POLICE OFFICERS

Officers will be located at all major intersections where traffic intersects the course, in addition to patrolling the course.

VOLUNTEERS

There are thousands of volunteers on marathon weekend. Most are not associated with the event except for one weekend a year, so please understand they may not have the answers to all your questions. However, in an emergency, do not hesitate to go to them for assistance as they may know how to get help quickly. Some will have communication equipment as well.

RULES OF THE ROAD

- No one is allowed on the course without a properly issued race number.
- Help keep the course beautiful by not littering. Respect the property of others while spectating.
- No vehicles of any kind are allowed on the course. The course can be crossed as designated intersections.
- No bikers are allowed on the course.
- Spectators must stay clear of the course and off the roads to avoid interfering with the participants.
- Hold animals on a short leash. Keep them away from the runners and be considerate of others.
- Watch your children at all times. There will be thousands of participants and spectators at the event.

Marathon Fueling and Hydration

Sherry Mahoney RD, LD
Mayo Clinic Department of Nutrition

Marathon Hydration:

Before Run

2 hours before: 16 oz (2 c) water
10 to 20 minutes before: 16 oz (2 c) water or sports beverage

During Run

15 to 20 minute intervals: 4-8 oz (1/2 - 1 c) water
1 hour into run: 4-8 oz (1/2 - 1 c) sports beverage every 15 to 20 minute interval

Recovery After Run

Replace each pound of weight lost with 16 oz (2 c) fluid (water or sports beverage).

Eating on Event Day: 2-3 hours before -400 to 600 calorie carbohydrate rich meal- Easily digestible foods. No new foods.

During the Event: Goal: approximately 200 calories per hour Mix & Match the following ~100 calorie snacks:

- 1 packet of standard energy gel - 1 Tbsp packet of honey
- 16 ounces of sports drink

Post Race: Within 30 minutes of race 200 to 400 calorie carbohydrate rich snack 10 grams protein

All amount approximate and may depend on body size, air temperature and humidity.



SAVE THE DATE!

The 5th Annual 26.2 with Donna The National Marathon to Finish Breast Cancer will take place in Jacksonville Beach, Florida on

FEBRUARY 12, 2012

Register online at breastcancermarathon.com and make your hotel reservations now to secure your stay.

COURSE ENTERTAINMENT

Whether you're watching or running the 26.2 with Donna, be entertained by some of the area's hottest bands. Bands include, but are not limited to:

TFC Web Ads www.tfcwebads.com	Ministry - Jamie Teston
CAT Five	Pam Affronti
Chrome Heart	Rick Arcusa
Coastal Blue	Rivercity DJ
Destany Hotard	Ron Rodriguez
Dollarweed	Rosco Caine
FullStop	Savage Amusement
Go Away Ghost	Shawn Lightfoot
Gospel Messenger	Shell Game
Greg Grant	Shotgun Harbour
Idani	St. Vayne
Jimocracy	StageBlue
King Eddie	Vagrant Undertow
Kojo 4 Eva	Youth Challenge Academy
Matt Pye	

Be sure to check out breastcancermarathon.com for updates, links to the bands websites and information on how you can play the 26.2 with Donna.