



Media contact
Amanda Napolitano
904-551-0732 (office)
904-608-3481 (cell)

FOR IMMEDIATE RELEASE

THE PLAYERS Mother's Day 5K with Donna – Going Cup-Free!

JACKSONVILLE, Fla. (April 7, 2011) — THE PLAYERS Mother's Day 5K with Donna invites all event participants to bring their own hydration device to the 5K on Sunday, May 8 and join us as we race Cup-Free. Through this green effort, the water station will be safer, more efficient, and produce less waste from paper cups!

The water station along the route will have a HydraPour™ high speed dispenser that will rapidly fill your favorite hydration device — hydration belt, handheld bottle, refillable container or HydraPouch®, in about one second. Visit www.hydrapouch.com to see how easy it will be to race Cup-Free in our upcoming event, and get 10% off if you purchase a HydraPouch®, the lightest and most comfortable way for a runner to hydrate in any race. The HydraPouch® will also be available for purchase during race packet pickup or before the race for \$13.95.

THE PLAYERS Mother's Day 5K with Donna welcomes runners and walkers of all levels to experience a 5K route along the beautiful Atlantic Beach coastline. Registration for this event also includes a Grounds Ticket to attend THE PLAYERS on Sunday, May 15, 2011. Anyone attending THE PLAYERS wearing the official 5K participant tee shirt will be admitted free to the "5K with Donna Sawgrass Suite" on the 16th tee to enjoy the company and camaraderie of fellow participants. Register at <https://register.breastcancermarathon.com/mothersday5K>

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

For more details or questions about cup-free racing, please visit www.cupfreeracing.com. To learn more or purchase the HydraPouch® for this event visit www.hydrapouch.com.

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