



FOR IMMEDIATE RELEASE

February 16, 2010

## Second edition of THE PLAYERS 5K with Donna set for Mother's Day, May 9th

PONTE VEDRA BEACH, Fla. - In advance of this weekend's 26.2 with Donna, THE PLAYERS Championship and its Proud Partners UBS, PricewaterhouseCoopers and JELD-WEN, and The Donna Foundation are pleased to announce the second PLAYERS 5K with Donna, to be held Mother's Day morning, Sunday, May 9<sup>th</sup>. All proceeds from the race will again benefit The Donna Foundation and The Mayo Clinic.

The run, which coincides with the final round of THE PLAYERS Championship, May 3-9 at THE PLAYERS Stadium Course at TPC Sawgrass, will be a 5K beach run staged in Atlantic Beach. As part of their \$50 race entry fee (\$60 onsite entry), participants will receive a ticket to the final round of THE PLAYERS, valued at \$75, and a PLAYERS 5K with Donna shirt. Participants who wear their run shirt to the final round of THE PLAYERS will gain access to a special hospitality suite, "5K with Donna Sawgrass Suite", located on the 16<sup>th</sup> tee. The race begins at 8 a.m. with registration opening at 7 a.m.

This event again partners THE PLAYERS Championship with The Donna Foundation, founded by local news anchor Donna Deegan to raise money for breast cancer research at The Mayo Clinic. The inaugural PLAYERS 5K with Donna was staged during Thanksgiving Weekend, Saturday, November 28, 2009, on the back nine holes of THE PLAYERS Stadium Course at TPC Sawgrass. The first-time event attracted a capacity turnout of 1,000 First Coast runners and raised nearly \$35,000 for The Donna Foundation and The Mayo clinic.

"We are thrilled to once again partner with The Donna Foundation in the fight against breast cancer," said Jay Monahan, Executive Director of THE PLAYERS. "The inaugural PLAYERS 5K with Donna in November was a resounding success and we believe this second run has the potential to raise even more money for The Donna Foundation and The Mayo Clinic. Plus, what better way to relax after the run and enjoy Mother's Day afternoon than taking in the final round of THE PLAYERS Championship from a special, air-conditioned hospitality suite!"

The third annual 26.2 with Donna The National Marathon to Finish Breast Cancer, this Sunday, February 21, is the only U.S. marathon dedicated solely to raising funds to end breast cancer and care for those living with the disease. The first two races, held in 2008 and 2009 have combined to earn more than \$1.5 million.

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PGA TOUR

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### **About THE PLAYERS Championship**

THE PLAYERS Championship annually combines the best field in golf with the world-class venue that is THE PLAYERS Stadium Course at TPC Sawgrass. UBS, PricewaterhouseCoopers and JELD-WEN are the exclusive Proud Partners of THE PLAYERS. Proceeds from THE PLAYERS benefit Northeast Florida charities. Since 1977, when THE PLAYERS Championship moved to Ponte Vedra, more than \$35 million has been contributed to Northeast Florida charities, including a record \$4.15 million donation in 2009.

### **About UBS**

Headquartered in Zurich and Basel, Switzerland, UBS is a global firm providing financial services to private, corporate and institutional clients. Its strategy is to focus on international wealth management and the Swiss banking business, alongside its global expertise in investment banking and asset management. In Switzerland, UBS is the leading bank for individual and corporate clients.

### **About PricewaterhouseCoopers**

PricewaterhouseCoopers ([www.pwc.com](http://www.pwc.com)) provides industry-focused assurance, tax and advisory services to build public trust and enhance value for its clients and their stakeholders. More than 163,000 people in 151 countries across our network share their thinking, experience and solutions to develop fresh perspectives and practical advice.

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### **About JELD-WEN**

For nearly 50 years, JELD-WEN has built its reputation as the world's most reliable manufacturer of windows and doors, offering a full breadth of products that have earned notoriety for dependability, innovation and excellence. The company's long-standing commitment to golf includes serving as the official window, door and millwork provider of the PGA TOUR and Champions Tour which is why JELD-WEN's beautiful custom wood windows and interior doors are right at home in the elegant TPC Sawgrass Clubhouse, home of THE PLAYERS Championship. JELD-WEN also is a Proud Partner of THE PLAYERS and title sponsor of the JELD-WEN Tradition, which help raise thousands of dollars for deserving charities every year. With a strong commitment to sustainability, JELD-WEN is a recognized leader in manufacturing energy efficient products - providing solutions that deliver exceptional value for builders, architects and homeowners all over the globe. For more information about JELD-WEN, or to find a dealer near you, visit [www.jeld-wen.com](http://www.jeld-wen.com) or call 800-877-9482.

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