



- The only marathon in the country dedicated solely to raising money to fight breast cancer. Proceeds from the race will fund groundbreaking bench top research and clinical trials at Mayo Clinic. A portion will also be dedicated to the critical care of underserved women with breast cancer.
- Because of the 501c 3 status of the charities involved, sponsorship dollars are largely tax deductible as are race entrance fees.
- This is a Jeff Galloway marathon. Jeff is our event director. As a former Olympian and current running coach to thousands, Jeff brings a reach that most marathons simply can't duplicate. He has more than 50 running clubs around the country and has coached more than 200,000 people to run a marathon through his unique training approach and his numerous books, In addition to promoting the race through his website, Jeff is also a columnist for Runner's World Magazine. He will promote our race in every major race expo in the country. He will also produce a virtual trainer program that runners can follow as they prepare for the race. Jeff predicts a participation rate far above that of most inaugural marathons. Based on a number of factors, he believes as many as five to ten thousand will participate the first year, with the race becoming one of the largest in the country in five years.
- Donna Hicken, for whom the marathon is named, is a two time breast cancer survivor, and an evening news anchor for Gannett Broadcasting's NBC and ABC affiliates in Jacksonville, Florida. She created the 26.2 with Donna program as a means of raising money for The Donna Hicken Foundation, which funds the critical needs of underserved women with breast cancer. Hicken teamed up with Galloway and the two then added the perfect piece to create The National Marathon to Fight Breast Cancer: Dr. Edith Perez and the Mayo Clinic.
- Dr. Edith Perez is known around the globe as one of the top breast cancer researchers on the planet. She is the author of a clinical trial which, last year, produced what is arguably the most significant breakthrough in breast cancer in 30 years. It resulted in a 52 percent decrease in the recurrence of breast cancer in those participating.
- Mayo Clinic's partnership in this endeavor cannot be understated. With the national prestige that the Clinic enjoys, the exposure it brings to the project, and

the commitment of the Clinic's three locations, The National Marathon to Fight Breast Cancer has even more built in exposure and appeal.

- Our race route is unique. We will begin and end at the Mayo Clinic Campus. Mayo will host the event as well as offer a health and fitness expo on the campus. The race will take runners over the beautiful intracoastal waterway of the Jacksonville Beaches, along the street bordering the ocean, and even onto our firmly packed sands for a couple of miles. Jacksonville's beaches are ideal for running and provide a surface not unlike the road. They are currently the location of a number a large beaches runs. Once back on the road the course winds its way through Jacksonville, Neptune and Atlantic beaches, each with their own unmistakable charm. Runners take a loop through the oak lined neighborhoods of Ocean Walk and make the turn back to the Mayo Clinic. The course is largely an out and back.
- Inaugural Race date is February 17, 2008. It is a perfect running time in North Florida. There are no other major marathons in the month of February. Here are some comparative temperatures around the country and at other marathon sites.
- Jacksonville: Normal highs and lows February 17th are 45 and 68 respectively.
- Miami: Normal highs and lows January 20 (Miami Marathon) 60 to 77.
- New York City Marathon 47 and 60
- Chicago 44 and 65

Marathon running is growing. The overall numbers grew 5.4 percent last year. The numbers of women marathoners are growing fastest. In 1980 10 percent of marathoners were women. Today that number is 46 percent. Many of those women say they run for fitness and for a cause. This is the marathon that will draw those women. A marathon dedicated solely to ending breast cancer in our lifetime and to caring for those who are living with the disease right now.

Come and join us in our success!

