



**GETTING INVOLVED
WITH THE 2010 AVON WALK
FOR BREAST CANCER**

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WHY I HAVE WALKED THE AVON WALK

- New York City, 2006 – With my longtime friend, in memory of her mother who died of breast cancer in the 1980s
 - Impressed with Avon’s ability to organize such a large group so efficiently over the course of two days
 - Enjoyed the training as well as the Walk experience
- Rocky Mountains, 2008 – As a recently diagnosed breast cancer survivor, on behalf of the economically disadvantaged and medically underserved women in NYC served by the American-Italian Cancer Foundation (AICF)
 - I had joined the many thousands of women who are diagnosed with breast cancer “Every Three Minutes”
 - I felt extremely fortunate to be diagnosed in Stage One



WHY I HAVE WALKED THE AVON WALK

- Charlotte, North Carolina, 2009 – As a breast cancer survivor who had just finished chemotherapy, radiation, and Herceptin
 - Walked with my Avon Walk friend from 2006 to celebrate the end of my treatment, which was completed earlier that month
 - My son, age 13, participated in the Youth Crew
 - “My mom had breast cancer this year. She is o.k. now, but she had to take a lot of medicines that made her tired and sick and I was worried about her. I would like to help out as a member of the Youth Crew because there are so many other people who are not as fortunate as my mom. I will feel good about myself by doing this.”



WHY I WILL WALK ONCE AGAIN

- San Francisco, California, 2010 – With AICF’s Director of Cancer Screening, Outreach, and Education, on behalf of the women we serve
 - All the hills in this Avon Walk will be surmountable!
 - There is still not a cure for breast cancer
 - We must do everything we can to make certain all women age 40 and over are screened for breast cancer annually—particularly those who have economic as well as geographic, cultural, or linguistic barriers
 - With our help, Avon will continue to make service to medically underserved women a critical part of its mission



OBSERVATIONS

- You will never forget the Avon Walk experience!
- Almost anyone can walk 39 miles, with a little practice
- The funds are not as difficult to raise as one might think, if you truly believe in the cause
- There is a community of women all over the world who have been affected by breast cancer, directly or indirectly, and the Avon Walk is a wonderful way to bring all of us together
- As a breast cancer survivor and Avon Walk participant, you realize you are not alone



AVON WALK CHARLOTTE, OCTOBER 2009

