

AVON WALK FOR BREAST CANCER

IN IT TO END IT



Overview



Why Support Breast Cancer?

- **Every three minutes a new case of breast cancer is diagnosed in the United States**
- More than 250,000 people in the United States will be diagnosed with breast cancer this year
- 40,000 people will die of breast cancer this year, one every 14 minutes
- Three million people are currently living with breast cancer; one million of them are unaware of it
- Approximately 1,500 new cases of invasive breast cancer will be diagnosed this year among men in the United States

(US Statistics – American Cancer Society)



Avon Breast Cancer Crusade

Avon Foundation Mission

Improving Women's Lives for more than 50 years

The Avon Foundation for Women, a 501(c)(3) public charity founded in 1955, is committed to improving the lives of women and their families, focusing on breast cancer and domestic violence

Avon Breast Cancer Crusade:

\$640 Million Awarded in 50 Countries Since 1992

AREAS OF FOCUS: Research; Awareness and Education; Screening and Diagnosis; Access to Care; Support Services for medically underserved

BENEFITS: Nine leading cancer research centers, more than 80 public hospitals and more than 125 community-based, non-profit breast health programs in all 50 states



Avon Walk for Breast Cancer

- Non-competitive, long-distance walking event - Walkers choose either 26.2 miles (a marathon) or 39.3 miles (a marathon and a half)
- Participants join us for a weekend, sleep overnight in tents in a Wellness Village, and raise a minimum of \$1,800 (average \$2,300+)
- Participants choose to Walk or Crew* the event – volunteer Crew Members participate all weekend to support walkers at rest stops, ride safety vehicles, provide medical care, etc. (**Crew positions are filled for 2010*)
- In 2009, Avon Walk for Breast Cancer total revenue reached more than \$52 million to fund breast cancer research and programs
- Held in nine major metropolitan areas in the U.S. and attracts people from an average of 30 different states
- **2010 Event Cities and Dates:**

Houston
Washington, DC
Boston
Chicago
Rocky Mountains
San Francisco
Santa Barbara
New York
Charlotte



October 16-17
October 23-24



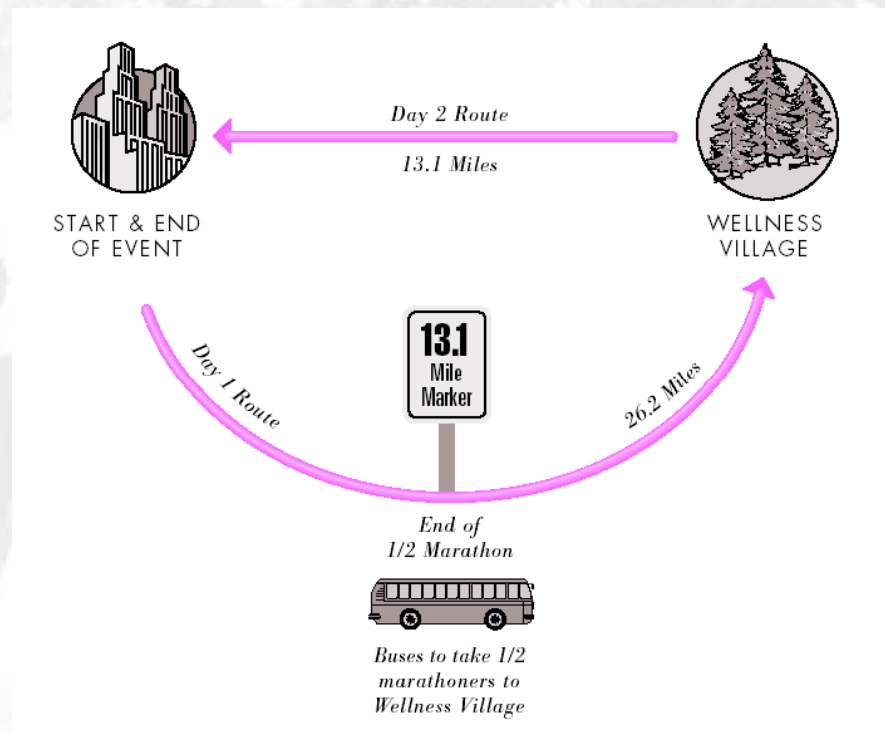
Avon Walk for Breast Cancer

EVENT WEEKEND

Friday: Event Eve (participant check-in, sponsor interaction, turn-in donations, etc.)

Saturday: Opening Ceremony, up to 13.1 mile (half marathon) or 26.2 mile (marathon) walk, followed by Wellness Village activities (sponsor interaction, tent set-up, dining and evening entertainment program)

Sunday: 13.1 mile (half marathon) walk and Closing Ceremony



The Avon Walks leave a lasting impression...

“So let's all walk together. Let's walk together for those who have it. Let's walk together for those who had it. And let's walk together so that one day, when a woman is told she has breast cancer, there will be hope for her. The cure won't be quite as painful and even maybe one day, three minutes will turn into the five minutes, to 10 minutes. And maybe one day, no woman, ever again, will be told that she has breast cancer. Can you do that? You bet you. One step at a time.”

- Suze Orman, San Francisco, 2009

“This is a challenging walk, but it is such a huge accomplishment. I walk for my mom, a breast cancer survivor, and I feel it's the least I can do after what she's been through. I really don't quite know what drives me to continue. Next year will be my 3rd year walking.”

- Courtney, DC '05

“The amazing support and inspirational stories I felt and heard along the way. It made me feel empowered and incredibly humble in witnessing these amazing souls that have fought cancer! I truly felt part of something very special.”

-Anonymous, SF '05

“I could not have felt more inspiration, hope, and power at any event in my life. The Crew along the way, and at the Village, outdid themselves. I will cherish the experience. It was a community like no other.”

-- Pamela, SF '05

“Crossing the finish line and being given a Connection Ribbon...that sealed my commitment to the Foundation and the Walk! I gained a true feeling of belonging... and the desire to work [volunteer] for the Avon Foundation!”

- Kimberly, Boston '05



AVON WALK FOR BREAST CANCER

IN IT TO END IT

There are many ways to get involved
and support the
Avon Walk for Breast Cancer!

We hope you'll join us!

Contact:

Eloise Caggiano

Program Director, Avon Walk for Breast Cancer

Avon Foundation for Women

1345 Avenue of the Americas

New York, NY 10105

P: 212-282-5665

eloise.caggiano@avonfoundation.org

