

Avon Walk for Breast Cancer
GET INVOLVED! Register, Volunteer, or Donate Today!
www.AVONWALK.org 1-800-510-WALK

2010 Avon Walk Weekends:

Houston	April 10-11		
Washington, DC	May 1-2	San Francisco	July 10-11
Boston	May 15-16	Santa Barbara	Sept 11-12
Chicago	June 5-6	New York	October 16-17
Rocky Mountains	June 26-27	Charlotte	October 23-24

I. SPREAD THE WORD

A. DISPLAY/DISTRIBUTE AVON WALK INFO

One of the most important ways to support the Avon Walk for Breast Cancer (AWBC) is to help us get the word out! **Displaying our brochures and posters** in prominent locations in your community and/or your facility is the most cost-effective way to get the message out! Include AWBC materials in any community health fairs you are participating in.

B. WEB SITE/EMAIL

Include the Avon Walk for Breast Cancer in your emails. You can even add the URL www.avonwalk.org to your signature! If you have a newsletter and /or a Web site, include the AWBC logo and a message like: **"Walk, Don't Wait. Join the Avon Walk for Breast Cancer. Register, Volunteer or Donate today at www.avonwalk.org or 1-800-510-WALK."**

II. PARTICIPATE

A. WALK

To truly experience the extraordinary impact of the Avon Walks, become a Walker and form your own Walk Team! Each walker commits to raising a minimum of \$1,800 to participate, but you'd be surprised how easy it is, and how much fun it is to fundraise as a group!

B. CREW*

Not sure you are up for the training or fundraising commitment? Be part of our volunteer CREW! Crew spend the weekend with the Walkers, marking the route, working at rest stops and lunch stops, and providing all the support needed. There is no requirement to fundraise, but many Crew still do so anyway! Crew spots fill up quickly, so please register now!

**Unfortunately, all crew positions are filled for the 2010 season. Plan ahead and register extra-early if you want to crew in 2011.*

C. VOLUNTEER

There are plenty of volunteer opportunities at the Avon Walk! Help with check-in on Friday, or at the ceremonies on Saturday and Sunday. There are also opportunities to display your program literature/materials at the Avon Foundation booth throughout the weekend. "Where the money goes" is extremely important to our walkers.

D. CHEER

Encouraging the walkers along their weekend-long journey is incredibly rewarding, and the walkers love it!

1. Saturday & Sunday: CHEERING STATIONS

Host a cheering station along the route with friends, family, co-workers and clients to give a boost to our walkers and show them your support! Be as creative – handmade signs and giveaway treats are big hits with the walkers. They are walking a LONG way and can really use your encouragement out there!

2. Wellness Village & Closing Ceremony: CHEERING SECTION

Welcoming walkers into the Wellness Village after a long Saturday on their feet is incredibly rewarding (open to the public from 12:00noon-7:30pm.) On Sunday, walkers enter the ceremony site between 11:00am-2:00 pm, and the Closing Ceremony starts at 3:00pm. Cheering them on at the finish line, followed by our inspiring Closing Ceremony is a great way to spend the day! Locations for each city can be found at www.avonwalk.org.

III. FUNDRAISE

Can't participate in an Avon Walk, or don't live near an Avon Walk city? Not to worry! Put your creative skills to work because there are so many ways to raise funds. From garage sales and car washes, to raffles and bake sales, the only limit is your imagination!

IV. CONTACT US

Need more materials, or want to send us some of yours for display at the Walks? Need fundraising ideas/help? Please call **Carolyn Ricci** at 212-282-5531 or Carolyn.ricci@avonfoundation.org. Have any questions about the Avon Walk? Please call **Eloise Caggiano** at 212-282-5665 or Eloise.caggiano@avonfoundation.org.