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## AVON WALK FOR BREAST CANCER KICKS OFF 2008 SEASON WITH “GREAT START PARTY” EVENT SERIES

**NEW YORK (January 18, 2008)** – The Avon Foundation kicks off the 2008 Avon Walk for Breast Cancer season with a series of special “Great Start Party” events in all nine Walk cities. The fun, informative events will take place on Saturday, January 26, 2008 from 1:00 - 3:00 pm in each Avon Walk city: Boston, Charlotte, NC, Chicago, Houston (new for 2008!), Los Angeles, New York, Rocky Mountains (Aurora, CO), San Francisco and Washington, DC. For more information on specific city locations and details, visit [www.avonwalk.org](http://www.avonwalk.org).

The Avon Walk for Breast Cancer “Great Start Parties” are for new or returning participants and teams as well as those potentially interested in getting involved. Individuals and teams can register to walk or crew for the 2008 events (which take place April - October), meet other participants, learn about training walks and the impact of past funds raised, and much, much more. For returning participants, including the intrepid individuals once again participating in all nine events, the “Great Start Party” is an opportunity to share memories and renew friendships.

The Avon Walk for Breast Cancer is an annual noncompetitive event series which offers women and men a choice of walking a marathon (26.2 miles) or a marathon and a half (39.3 miles) over a weekend to raise significant money and awareness to fight breast cancer.

The complete 2008 Avon Walk for Breast Cancer schedule includes nine cities: Houston, TX (April 12-13); Washington, DC (May 3-4); Boston, MA (May 17-18); Chicago, IL (May 31-June 1); Rocky Mountains, CO (June 28-29); San Francisco, CA (July 12-13); Los Angeles, CA (September 13-14); New York, NY (October 4-5); and Charlotte, NC (October 25-26).

### About the Avon Walk for Breast Cancer

The Avon Walk for Breast Cancer series is produced by the Avon Foundation [a 501(c)(3) public charity] which offer women and men a choice of walking a marathon or a marathon and a half over a weekend. The nine noncompetitive events are structured for all fitness levels and have attracted people age 17 to over 70 from 30-40 states at each event. After completing the first part of their journey Saturday, participants camp out overnight at the “Wellness Village,” complete with hot meals, entertainment, volunteer massage therapy and medical services. After walkers complete another half marathon on Sunday, the event concludes with an inspiring closing ceremony attended by family and friends, during which initial local grants are awarded.

Walkers commit to raising at least \$1,800, and since the launch of the Avon Walk in 2003, nearly \$200 million has been raised through the dedication of 75,000 participating women and men. Funds raised at Avon Walks are distributed through the Avon Foundation to both local and national organizations to advance access to care and finding a cure for breast cancer, with most of the funds awarded in the region of the Walk. Funds support five areas of the breast cancer cause, with a focus on the medically underserved: awareness and education, screening and diagnosis, access to treatment, support services, and scientific research. For a list of Avon Foundation beneficiaries and important breast cancer resources, guidelines and information, including a free downloadable *Breast Health Resource Guide*, visit [www.avonfoundation.org](http://www.avonfoundation.org).

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*The Avon Walk for Breast Cancer thanks National Sponsor: Reebok; Official Sponsors: Genentech BioOncology, Novartis Oncology and Prevention Magazine; and Official Water: FIJI*

*Remember: early detection can help save lives. Schedule your mammogram or clinical breast exam today. For more breast cancer information and resources, visit [www.cancer.org](http://www.cancer.org) (keyword breast cancer) or [www.avonfoundation.org](http://www.avonfoundation.org), where you can access free printable breast cancer informational literature.*