

**Media Contacts:**

Sarah Knutson
BNC
310-854-3257 (office)
847-769-1525 (cell)
sknutson@bncpr.com

Kara Silverman
Avon Foundation
212-282-5666 (office)
917-282-6024 (cell)
kara.silverman@avonfoundation.org

Media Hotline: 310-854-4721

Event information: www.avonwalk.org or call 888-541-WALK

SEVENTH ANNUAL AVON WALK FOR BREAST CANCER ROCKY MOUNTAINS RAISES MORE THAN \$2.6 MILLION

AVON WALK ROCKY MOUNTAINS CONTINUES EVENT SERIES WITH MORE THAN 1,400 PARTICIPANTS & GRANTS AWARDED TO 4 LOCAL BREAST CANCER ORGANIZATIONS

Rocky Mountains, CO, June 28, 2009 The seventh annual Avon Walk for Breast Cancer season continued with the Avon Walk in Rocky Mountains this weekend, which raised more than \$2.6 million to advance access to care and finding a cure for breast cancer. The Avon Walk Rocky Mountains is the fifth of nine Avon Walks this year, and the event attracted more than 1,400 participants drawn from 46 states, including 143 breast cancer survivors, who joined together to raise lifesaving funds and awareness for breast cancer.

During the Closing Ceremony in Breckenridge, CO on the North Gondola Lot, walker and 1.5-year-breast cancer survivor Jennie Grimes (originally from Denver) now living in Chicago, IL was one of several speakers who provided an immediate reminder of the impact of breast cancer and the importance of taking personal action to make a difference.

“Two years ago, I was 27. In great shape. A vegetarian, non-smoking marathon runner with not a single cavity. I thought I was invincible,” said Jennie Grimes. “Until I felt the lump while showering. I went through the entire process of discovering and accepting my cancer pretty much by myself. Last year’s Avon Walk quickly taught me that going it alone is not the way to go. This is a loving community moving 39.3 miles. Together.”

Carol Kurzig, President of the Avon Foundation for Women, announced during the Closing Ceremony a total of more than \$1.1 million in grants to 6 local organizations, ensuring the funds raised immediately benefit the community. More grants are slated to be awarded throughout the year to breast cancer programs nationwide. “We are delighted with the results of our fifth Avon Walk for Breast Cancer Rocky Mountains,” stated Kurzig. “We have supported breast cancer organizations in Rocky Mountains for many years, but the outpouring of support and generosity through the Avon Walk this year, especially in light of economic situation we are all facing, has allowed us to once again make substantial and much-needed new grants that will benefit those facing breast cancer in Rocky Mountains and nationwide.”

The new Rocky Mountains-area grants include:

- **La Clinica Tepasac (Denver); Pueblo Community Health Center (Pueblo), and The Women’s Resource Center (Fort Collins), community based organizations, each received \$35,000** to provide outreach to the public, breast health education and link women into screening services and follow-up care in partnership with local medical providers. Accepting the awards were Patient Navigator **Patty Urias**, Chief Foundation Officer, **Janet Fieldman**, and Executive Director, **Annette Zacharias**.
- **Project Angel Heart (Denver) received \$75,000** to women facing breast cancer receive meals and good nutrition. Accepting the award was Executive Director **Erin Pulling** and Director of Development **Mindy Davidson**.
- **Children’s Treehouse Foundation (Denver) received \$125,000** to provide education and assistance to families with children when a parent is facing breast cancer. Accepting the award was **Peter van Dernoot**, Executive Director.

- **University of Colorado Cancer Health Sciences Center (Denver) received \$800,000** to support patient access to care programs, the Comadre Program and Project Survivorship Outreach to Latinas (Project SOL). In addition, funds support cutting-edge research projects that collectively aim to understand how age at first full term pregnancy alters risk of breast cancer, the role of breast stem cells in cancer, improve response to hormonal therapy and develop markers that characterize steps in breast cancer metastasis. Accepting the award was Distinguished Professor, University of Colorado School of Medicine, **Dr. Kate Horwitz**.

During the Avon Walk Rocky Mountains, which is a noncompetitive event, women and men had a choice of walking a marathon (26.2 miles) or a marathon and a half (39.3 miles) over the weekend. The event kicked off Saturday, June 27th, with an early morning Opening Ceremony in Breckenridge, CO Following the Ceremony, walkers began their journey, traveling through the greater Rocky Mountains area and concluding at the Avon Walk “Wellness Village” in Frisco, CO at Summit County Middle School, a “tent city” complete with two-person tents, hot showers, prepared meals, entertainment, and recreational activities such as the Spa Zone, yoga, and new this year, Tomboy Tools’ “Tool School 101” demonstrations. On Sunday, June 28th, walkers completed another 13.1 miles together, ending in Breckenridge, CO where they were greeted by thousands of family and friends who shared in a celebratory and moving Closing Ceremony, including the awarding of new grants.

To participate in the Avon Walk Rocky Mountains, each walker raised a minimum of \$1,800 in donations. Funds raised are managed and disbursed by the Avon Foundation for Women [a 501(c)(3) public charity] and awarded to local, regional and national breast cancer organizations to support five areas of the breast cancer cause, including awareness and education, screening and diagnosis, access to treatment, support services, and scientific research, all with a focus on the medically underserved.

Donations are still being accepted for the Avon Walk Rocky Mountains, and registration is still open for women and men to take part in the remaining Avon Walks of 2009: San Francisco, CA (July 11-12); Los Angeles, CA (September 12-13); New York, NY (October 10-11); and Charlotte, NC (October 24-25).

To register, donate or for additional information, please visit **www.avonwalk.org** or call **800-541-WALK**. For information on the Avon Foundation visit www.avonfoundation.org.

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The Avon Walk for Breast Cancer thanks National Sponsor: Reebok; and Official Sponsors: Genentech BioOncology and Tomboy Tools.

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 (keyword breast cancer) or www.avonfoundation.org, where you can access free printable breast cancer informational literature.