



Avon Foundation is a 501(c)(3) public charity

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**AVON WALK FOR BREAST CANCER CINCINNATI
CLOSES WITH CEREMONY AT PAUL BROWN STADIUM PLAZA**

**Avon Foundation Awards Jewish Hospital \$450,000 to Support Breast Cancer Care
for Medically Underserved Women in the Greater Cincinnati Community**

CINCINNATI, OH – May 18, 2003 – At the closing ceremony of the *Avon Walk for Breast Cancer*, held today at 4:00 p.m. at Paul Brown Stadium Plaza, Tracey Warshaw, Manager, Avon Foundation Breast Cancer Crusade, announced a \$450,000 gift to Jewish Hospital, which has been providing mammography services for more than 20 years for the Greater Cincinnati community. Awarded by the Avon Foundation, the funds were raised in part by the walkers of the *Avon Walk Cincinnati* event.

The *Avon Walk for Breast Cancer Cincinnati* was the third of eight *Avon Walks* taking place through September this year. Several hundred women and men took part in the event, walking 39 miles on Saturday and Sunday, throughout Cincinnati and its surrounding communities, to raise funds and awareness for access to care and finding a cure for breast cancer.

The *Avon Walk Cincinnati* began early Saturday morning, May 17 at Paul Brown Stadium Plaza. Until dusk, walkers traveled the route towards the Wellness Village at the grounds of the Hamilton County Fair, where participants camped out overnight and found enjoyable, relaxing and relevant activities, including breast cancer, health and wellness lectures, yoga and entertainment. The Village also provided the essentials to keep participants comfortable, including sleeping tents, hot showers, prepared meals and comprehensive medical services. A section of the Wellness Village was open to participants' friends and family and the general public to share in the educational activities and overall good fun. Today, all walkers completed the final 13 miles of the route, returning to their point of origin – Paul Brown Stadium Plaza – for the closing ceremony celebration. Throughout the weekend, a dedicated all-volunteer crew cared for the walkers, ensuring their safety and supporting their needs.

About Jewish Hospital

The Jewish Hospital performs well over 30,000 mammograms per year. Mammography services are available at The Jewish Hospital, The Jewish Hospital Medical Office Building in Evendale and through The Jewish Hospital Mobile Mammography Units, which specifically performed 13,384 of the total annual mammograms. All screening mammograms are double-checked using the R2 ImageChecker, a state-of-the-art computer-aided detection (CAD) system that detects 23.4 percent more breast cancers than mammography alone.

The Avon Foundation gift will enable The Jewish Hospital to fund a new Mobile Mammography Unit to replace an older unit, purchase new state-of-the-art mammography equipment for use on the new Mobile Mammography Unit, support a patient navigator and subsidize screening mammograms performed by the unit for Northern Kentucky residents who are uninsured or underinsured, and unable to receive funding through any other program.

“The Avon Foundation gift will enable us to continue to provide mammography services and community education for the uninsured and underinsured women who are medically underserved, as well as providing convenient screening for working and elderly women within the Greater Cincinnati and Northern Kentucky areas,” says Robert S. Lenobel, M.D., Medical Director of Mammography at the Jewish Hospital. “The Jewish Hospital Mammography Services greatly appreciates the generosity of the Avon Foundation and their commitment to the fight against breast cancer.”

“We are pleased to provide medically underserved women in the Greater Cincinnati community with quality breast cancer care, treatment and support,” said Kathleen Walas, president, Avon Foundation. “For as long as there is a need, Avon is committed to funding access to care for all women and finding a cure for breast cancer.”

About the *Avon Walk for Breast Cancer*

The *Avon Walk for Breast Cancer* is a series of major fundraising weekend events taking place in eight cities nationwide from April to September this year. The outdoor, non-competitive events are structured for all fitness levels, offering participants a choice of completing a marathon walk (26.2 miles) or a marathon and a half (39.3 miles) over a weekend. Walkers are required to raise a minimum of \$1,750 to participate, and are fully supported by an all-volunteer crew. Funds donated to the *Avon Walk for Breast Cancer* are managed and disbursed by the Avon Foundation, a 501(c)(3) public charity. National sponsors include: FIJI Water, *health* magazine and RYKÄ, footwear for women.

The new *Avon Walks* build on the 10-year heritage of the Avon Breast Cancer Crusade and the Avon Foundation’s 50 years of supporting women’s health and economic empowerment worldwide. Throughout its decade-long commitment to raising significant funds and awareness for the breast cancer cause, the Avon Crusade has returned an unprecedented \$250,000,000 – 100% of its net proceeds – to five areas of the breast cancer cause, including breast cancer screening, diagnosis, treatment, support services and scientific research. Beneficiaries range from leading cancer centers to community-based non-profit breast health programs in the U.S. and in 50 countries.

2003 *Avon Walk for Breast Cancer* Event Schedule (in chronological order):

Washington, D.C., April 26-27	San Francisco, CA, June 28-29
Boston, MA, May 3-4	Portland, OR, July 12-13
Cincinnati, OH, May 17-18	Los Angeles, CA, September 6-7
Chicago, IL, June 7-8	New York, NY, September 20-21

To register to walk or crew, or to pledge financial support for the *Avon Walk for Breast Cancer*, visit www.avonwalk.org or call 1-877-WALK AVON for more information.

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