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AVON WALK FOR BREAST CANCER
REGISTER NOW FOR 2003 SAN FRANCISCO FUNDRAISING EVENT

New National Event Series to Raise Funds and Awareness for the Breast Cancer Cause
SAN FRANCISCO, CA (DATE) – Residents of the Bay area and beyond can now take personal steps to help fund access to care and finding a cure for breast cancer by participating in the *Avon Walk for Breast Cancer* San Francisco on June 28-29, 2003.

The *Avon Walk for Breast Cancer* is a new national series of major fundraising weekend events taking place in eight U.S. cities from April to September this year. The outdoor events are non-competitive and have been structured for all fitness levels, offering participants a choice of distances, with the goal of completing a marathon walk (26.2 miles) or a marathon and a half (39.1 miles) over a weekend. The 2003 *Avon Walk for Breast Cancer* cities are (in alphabetical order): Boston, MA; Chicago, IL; Cincinnati, OH; Los Angeles, CA; New York, NY; Portland, OR; San Francisco, CA; and Washington, DC. **Interested individuals can get more information and register by visiting www.avonwalk.org or calling the local San Francisco *Avon Walk for Breast Cancer* office at 415-834-0404.**

The new *Avon Walks* build on the Avon Foundation Breast Cancer Crusade's decade-long commitment to raising significant funds and awareness for the breast cancer cause. In 10 years, the Avon Crusade has raised an unprecedented \$250,000,000 worldwide, with funds awarded for breast cancer screening, diagnosis, treatment, support services and scientific research, including prevention and therapeutic vaccine studies.

CALIFORNIA AND BREAST CANCER

Nationally, a woman is diagnosed with breast cancer every three minutes, and according to the American Cancer Society (ACS), breast cancer is currently the second leading cause of cancer death in women, with an estimated 40,000 deaths this year. One of the factors in Avon bringing its new event to the San Francisco metro area are the California statistics: the ACS estimates that in 2003 approximately 21,100 new cases of breast cancer will be diagnosed among women statewide and about 4,000 will die from the disease.

ABOUT THE AVON WALKS

The *Avon Walk* San Francisco will start early on Saturday morning, June 28 with an inspiring opening ceremony before the participants begin traveling the route. The first day offers an option of walking either 13.1 or 26.2 miles (half or full marathon distances) toward the Wellness Village, their home-away-from-home for the night. Here, walkers will find an assortment of enjoyable, relaxing and relevant activities, including education on breast cancer and other health and wellness issues, yoga, stretching and

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entertainment. The village also provides the essentials to keep participants comfortable, including two-person sleeping tents, hot showers, prepared meals and comprehensive medical services. A section of the Wellness Village is open to visits from participants' friends, family and members of the surrounding local communities to share in the educational and enjoyable activities.

On Sunday, all walkers complete the final 13.1-mile route, returning to their point of origin and culminating in a closing ceremony celebration. Throughout the weekend, a dedicated all-volunteer crew cares for the walkers, ensuring their safety and supporting their needs.

Each participating walker is required to raise a minimum of \$1,750 for the Avon Foundation Breast Cancer Crusade. Upon registration, walkers are assigned a Walker Buddy to support them in fundraising and training, and regular communications, scheduled training walks and other programs ensure that each participant is fully supported in their efforts. Funds donated to the *Avon Walk for Breast Cancer* are managed and disbursed by the Avon Foundation, a 501(c)(3) public charity.

ABOUT THE AVON FOUNDATION & AVON FOUNDATION BREAST CANCER CRUSADE

The Avon Foundation (www.avonfoundation.org) was founded in 1955 with a mission to improve the lives of women and their families. The Foundation supports programs that provide economic opportunity and physical and emotional well being in the U.S. and around the world.

The Avon Foundation Breast Cancer Crusade (www.avoncrusade.com) is an initiative of the Avon Foundation launched in the U.S. in 1993, and serves the mission to fund access to care and finding a cure for breast cancer, with a focus on reaching medically underserved women – including minorities, the poor, elderly, under- and uninsured women. The first Avon breast cancer program launched in the U.K. in 1992, and Avon now supports programs in 50 countries.

LEARN MORE

The San Francisco Avon Walk for Breast Cancer needs walkers, crew and volunteers. To register or to pledge financial support, visit the local event home page by going to www.avonwalk.org and clicking on San Francisco. There you also will find a local schedule of “Walk Introductions,” short informative meetings open to anyone interested in learning more about the *Avon Walks*. You can also contact the local San Francisco *Avon Walk* office at 415-834-0404.

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

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

*Walking routes are not yet confirmed.

