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Eighth Annual Avon Walk for Breast Cancer Returns to Boston on May 15-16

Thousands to Walk in Weekend-Long Event to Raise Lifesaving Funds and Awareness; Suze Orman to Announce Local Grants Awarded to Boston Area Organizations at Closing Ceremony on Sunday, May 16

New York, NY, May 10, 2010— The Avon Walk for Breast Cancer returns for the eighth year to the Boston area on May 15-16, bringing together thousands of women and men, including breast cancer survivors, dedicated to raising funds and awareness for the breast cancer cause. The Avon Walk series, which launched nationwide in 2003, offers participants a choice of walking a marathon (26.2 miles) or a marathon and a half (39.3 miles) over a weekend, and requires walkers to commit to raise at least \$1,800. The Avon Foundation for Women distributes funds raised to local, regional and national breast cancer organizations. Last year's Avon Walk Boston raised more than \$5.6 million to advance access to care and finding a cure for breast cancer, drawing 2,500 participants and crew from 37 states, including 214 survivors. Suze Orman, financial expert and Avon Foundation Special Ambassador, will announce the Avon Foundation's initial local funding grants at the Closing Ceremony on Sunday, May 16.

The Avon Walk Boston is the third of nine 2010 Avon Walks, following a successful season kick-off in Houston, TX, and a second event in Washington, D.C. The Avon Walk Boston begins Saturday, May 15, with an inspirational Opening Ceremony on the UMASS Boston campus, including an announcement of funds raised, after which walkers have the choice of walking a half or full marathon through the greater Boston area, supported by an all-volunteer crew and cheered by family and supporters along the route. Walkers and crew spend the night at the "Wellness Village" at Meadowbrook Park at Reebok World Headquarters in Canton, MA, which features two-person sleeping tents, hot showers, prepared meals, entertainment, volunteer medical services and comprehensive support services, along with leisure activities such as relaxing yoga to stretch out the muscles, a spa zone with mini-back-and-foot-massages, and "tool school 101" demonstrations from sponsor Tomboy Tools.

On Sunday, May 16, walkers complete their final 13.1 miles, celebrating their achievement at the Closing Ceremony back on the UMASS Boston campus with thousands of family and friends. Suze Orman will award new Avon Foundation for Women grants to breast cancer organizations in the greater Boston area to ensure funds immediately benefit the community.

All participants have their own unique and personal stories to tell. Among those in the Avon Walk Boston are the current top fundraiser, Patty Olson, from Newburyport, MA, who is walking in memory of her friend, Leah Ann Caputo, who lost her battle to breast cancer in March; and Jerry and Mary Astell, a Hampstead, NH couple who both received breast cancer diagnoses on Thanksgiving 2007 and 2008, respectively. All unite throughout the weekend to become one, sharing their triumphs and tribulations, while working towards the common goal of eradicating breast cancer.

About the Avon Walk for Breast Cancer

The Avon Walk series is a project of the Avon Foundation for Women, a 501(c)(3) public charity; funds raised are distributed by the Foundation to advance access to care and to help find a cure for breast cancer, with a focus on the medically underserved. On stage during the nine 2009 Avon Walk closing ceremonies, the Avon Foundation awarded more than 60 grants ranging from \$5,000 to \$1.25 million to leading cancer centers, research institutions and community-based organizations in the Walk regions. In addition, the Avon Foundation

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awarded more than 200 grants nationally throughout the year. For a complete list of Avon Foundation funding, visit www.avonfoundation.org.

In total, since the launch of the Avon Walk for Breast Cancer in 2003, the Walks have raised more than \$320 million through the dedication of nearly 120,000 participants, including women and men ranging in age from their teens to those in their 80s, from every walk of life. These funds advance awareness and education; screening and diagnosis; access to treatment; support services; and scientific research, all with a focus on the medically underserved.

The complete 2010 Avon Walk for Breast Cancer schedule includes: Houston, TX (April 10-11); Washington, DC (May 1-2); Boston, MA (May 15-16); Chicago, IL (June 5-6); Rocky Mountains, CO (June 26-27); San Francisco, CA (July 10-11); Santa Barbara, CA* (September 11-12); New York, NY (October 16-17); and Charlotte, NC (October 23-24). *The Avon Walk Santa Barbara replaces the walk held in Long Beach, CA, in 2009.

For more information, or to register or donate, visit www.avonwalk.org or call **888-541-WALK**.

About the Avon Foundation for Women

The Avon Foundation for Women was founded in 1955 to improve the lives of women, and brings this mission to life through focus on two key issues: breast cancer and domestic violence. The Avon Breast Cancer Crusade launched in 1992, and Avon breast cancer programs in some 50 countries have raised more than \$640 million to advance access to care and finding a cure for breast cancer, with a focus on the medically underserved. Funding is awarded to beneficiaries ranging from leading cancer centers to community-based breast health programs to support five critical areas: awareness and education; screening and diagnosis; access to treatment; support services; and scientific research. Fundraising is through a variety of "pink ribbon" products, events, races and walks; the largest is the U.S. Avon Walk for Breast Cancer series.

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The Avon Walk for Breast Cancer thanks National Sponsors: Reebok and Genentech BioOncology; and Official Sponsors: Tomboy Tools, Yoga Journal and Otterbox.

Remember: early detection can help save lives. Discuss breast cancer screening with your doctor. Make informed decisions about what age to start mammography. Get to know your risk and risk reduction strategies. 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.