



Media Contacts: Randi Friedman
PMK*BNC
212-373-6149 (office)
646-662-2162 (cell)
Randi.Friedman@pmkbnc.com

Karyn Margolis
Avon Foundation for Women
212-282-5666 (office)
347-244-5198 (cell)
Karyn.margolis@avonfoundation.org

Media Hotline: 310-854-4721
Event information: www.avonwalk.org or call 888-541-WALK

Avon Walk for Breast Cancer Returns to Houston April 10-11 to Kick Off 2010 Season

Thousands of Participants from Houston and Across the U.S to Take Part in the Third Annual Weekend-Long Houston Event to Raise Lifesaving Funds and Awareness

Houston, TX, April 6, 2010— The Avon Walk for Breast Cancer returns for the third year to Houston on April 10-11, 2010, bringing together thousands of women and men, including breast cancer survivors, dedicated to raising significant 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 Houston raised \$1.8 million and drew 1,000 participants from 29 states, including 103 breast cancer survivors.

The first of nine 2010 Avon Walks, the Avon Walk Houston begins Saturday, April 10 with an inspirational Opening Ceremony at Stude Park Community Center, including an announcement of funds raised. After the ceremony, walkers begin their walk of either a marathon or a marathon and a half through the greater Houston area, supported by an all-volunteer crew and cheered by family and supporters along the route. Participants, including walkers and crew, spend the night at the "Wellness Village" at Rice University that 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, April 11, walkers complete their final 13.1 miles, celebrating their achievement at the Closing Ceremony with thousands of family and friends. At the ceremony, the Avon Foundation for Women will award new grants to breast cancer organizations in the greater Houston area to ensure funds immediately benefit the community.

"Living for five years with advanced breast cancer has been challenging," said Janelle Loucks of Magnolia, TX. "I never gave up hope that my doctors could help me heal even after being confined to a wheelchair with tumors in my lungs, liver, bones and breast. After I regained my strength, I was eager to 'give back' and registered for my first Avon Walk last year. I was nervous about the distance, and even more concerned about raising \$1,800. But my family and friends came through and we raised more than \$2,800 – inspiration I needed to walk the entire 39.3 miles. I learned that anyone can put one foot in front of the other to raise money and can walk with all of these beautiful survivors to show that there is always hope."

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 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.

#

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.