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## **Sixth Annual Avon Walk for Breast Cancer Returns to Rocky Mountains on June 26-27**

### ***Thousands of Participants to Walk 39.3 Miles in the Fight Against Breast Cancer***

**New York, NY, June 15, 2010**— The [Avon Walk for Breast Cancer](http://www.avonwalk.org) returns for the sixth year to the Rocky Mountains on June 26-27, 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](http://www.avonfoundation.org) distributes funds raised to local, regional and national breast cancer organizations. Last year's [Avon Walk Rocky Mountains](http://www.avonwalk.org) raised more than \$2.6 million to advance access to care and finding a cure for breast cancer, drawing 1,400 participants and crew from 48 states, including 143 survivors. In total, the Avon Foundation has awarded more than \$9.1 million to organizations and institutions in Colorado.

The Avon Walk Rocky Mountains is the fifth of nine 2010 Avon Walks, following successful events in Houston, TX, Washington, D.C., Boston, MA, and Chicago, IL, that have raised \$22 million so far. The Rocky Mountains Walk begins Saturday, June 26, with an inspirational Opening Ceremony at Keystone Resort, Marmot Lot at Mountain House, including the announcement of funds raised.

Walkers have the choice of walking a half or full marathon through the Rocky Mountains 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" on the Summit County Middle School campus in Frisco, CO, 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, June 27, walkers complete their final 13.1 miles, celebrating their achievement at the Closing Ceremony in the Town of Breckenridge, North Gondola Lot, with thousands of family and friends.

All participants have their own unique and personal stories to tell. Among those in the Avon Walk Rocky Mountains are Adam Katz of Aurora, CO, who lost his wife, Doreen, to breast cancer in 1996; walker Elissa Wolf-Tisnman of Denver, a two-time survivor of Hodgkin's disease, who received a breast cancer diagnosis when she was eight weeks pregnant; and 14-year breast cancer survivor Penny Halpin of Highlands Ranch, CO. Adam, Elissa and Penny unite throughout the weekend with thousands of walkers, crew and volunteers to become one, sharing their triumphs and challenges, while working towards the shared 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; the Foundation distributes funds raised 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 <http://www.avonfoundation.org/funding-and-grants/>.

In total, since the launch of the Avon Walk for Breast Cancer in 2003, the Walks have raised more than \$345 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](http://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](http://www.cancer.org) (keyword breast cancer) or [www.avonfoundation.org](http://www.avonfoundation.org), where you can access free printable breast cancer informational literature.*