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## **AVON WALK FOR BREAST CANCER ANNOUNCES 2010 WALK SCHEDULE IN NINE CITIES COAST TO COAST**

*Avon Foundation is "In It To End It" as it Announces the Upcoming Eighth Annual Walk Season*

**NEW YORK (January 20, 2010)** – The Avon Foundation for Women ([www.avonfoundation.org](http://www.avonfoundation.org)) today announced the 2010 Avon Walk for Breast Cancer schedule, renewing its commitment to advancing access to care and finding a cure for breast cancer. Last year alone, despite the challenging economy, nearly 21,000 participants helped raised more than \$52 million from hundreds of thousands of donors. In total, since 2003 the Avon 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.

“The Avon Foundation for Women is excited to launch the 2010 Avon Walk season. For the last seven years, tens of thousands of dedicated women and men took personal action to help others through the Avon Walk for Breast Cancer. We are inspired by the passion and enthusiasm of our participants,” said Avon Foundation for Women President Carol Kurzig. “Thanks to funds raised, we are able to award grants to organizations that provide access to screening and care for everyone regardless of their ability to pay, as well as accelerate research to help end breast cancer. The fundraising and impact of the Avon Walk series has never been more important and we are most definitely ‘in it to end it.’”

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.

The Avon Walks are non-competitive weekend fundraising walks for all fitness levels that require a significant commitment from participants. Each walker is required to raise at least \$1,800 in donations and prepare physically for the event, which offers the option of walking a marathon (26.2 miles) or a marathon and a half (39.3 miles) over the two days. Among the walkers’ ranks in 2009 were men and women of all ages, from 46 states and 4 countries, including more than 2,000 breast cancer survivors. This large, diverse group was united by their shared desire to eradicate breast cancer and help those touched by the disease.

On Saturday, the first day of the Avon Walk weekend, after an inspiring opening ceremony participants have the choice of walking 13.1 or 26.2 miles – a half or full marathon. Both walkers and volunteer crew can spend the night at the Avon Walk’s “Wellness Village,” a “tent city” complete with two-person tents, hot showers, prepared meals, entertainment, and activities. On Sunday, walkers complete another 13.1 miles that culminate in a poignant closing ceremony and the presentation of local grants.

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](http://www.avonfoundation.org).

For more information or to register for an Avon Walk for Breast Cancer, visit [www.avonwalk.org](http://www.avonwalk.org) or call 888-540-WALK.

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

*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.*