



Media Contacts:

Karyn Margolis, Avon Foundation for Women

347-244-5198 (cell)

212-282-5666 (office)

kayn.margolis@avonfoundation.org



Patrick Dempsey Congratulates Avon Walk for Breast Cancer Top Fundraisers

Nine Top Fundraisers Raised \$255,000 for Breast Cancer

New York, NY/Daytona, FL (February 4, 2010) – Award-winning actor Patrick Dempsey congratulated the nine top fundraisers nationally for the 2009 Avon Walk for Breast Cancer at the 2010 Grand-Am Rolex 24 in Daytona. Combined, the nine fundraisers raised a total of \$255,000 for the 2009 Avon Walks; overall, the 2009 Walks raised more than \$52 million.

This money helps the Avon Foundation for Women provide much-needed funding to accelerate breast cancer research, help deserving cancer centers and community organizations so they can carry out their important work, and ensure that anyone facing a breast cancer diagnosis gets the care they need, regardless of their ability pay.

Top fundraisers from each of the nine Avon Walks held in 2009 had breakfast with Dempsey and the Dempsey Racing team as part of the *Dempsey Racing Champions' Circle*, an exciting partnership announced one year ago at the 2009 Grand-Am Rolex 24. The contest offered the top fundraiser in each of the nine 2009 Avon Walk for Breast Cancer events the opportunity to meet Patrick Dempsey and the Dempsey Racing team as special guests at the 2010 Rolex 24 on January 30-31, 2010.

While the fundraising minimum for the Avon Walk for Breast Cancer is \$1,800 per walker, many participants raise far more, and the *Dempsey Racing Champions' Circle* provided a new fundraising incentive. Dempsey also attended the 2009 Avon Walks for Breast Cancer Los Angeles where he raffled off the racing suit, emblazoned with the Avon Walk logo, that he wore at the 2009 Grand-Am Rolex 24.

“Real men can wear pink!” said Dempsey. “With a new diagnosis of breast cancer every three minutes, we need to keep up the fight. That’s why the funds raised by these nine Avon Walk fundraisers, and all of the thousands of walkers across the country, is so important. I am so impressed with the perseverance of these walkers, that even in this difficult economy they raised an incredible amount – \$255,000 – to save lives.”

The Avon Walk for Breast Cancer series is a project of the Avon Foundation, a 501(c)(3) public charity, encompassing nine 39-mile weekend-long walks that attract tens of thousand of participants and raise millions each year to ensure that everyone has access to quality breast cancer screening, support and treatment, and to advance research to ultimately eradicate breast cancer. From 2003-2009, the Avon Walk for Breast Cancer series attracted nearly 100,000 participants and raised more than \$320 million.

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 Foundation for Women is extremely proud of the members of the *Dempsey Racing Champions’ Circle* winners for rising to the challenge and making such an important contribution to the fight against breast cancer,” said Carol Kurzig, president of the Avon Foundation for Women. “And we are thrilled to have Patrick Dempsey and the Dempsey Racing Team supporting our mission to raise much needed funds for breast cancer screening, treatment and research.”

To learn more, visit www.avonwalk.org or www.teamhypersport.com.

#

The Avon Foundation is a 501(c)(3) public charity founded in 1955 and a leader in the causes of breast cancer and domestic violence. Total Avon global philanthropy through 2009 raised and awarded more than \$730 million in over 50 countries worldwide, including \$642 million to advance access to care and finding a cure for breast cancer, with a focus on the medically underserved. Funding supports five areas: awareness and education; screening and diagnosis; access to treatment; support services; and scientific research. For more information: avonfoundation.org. To register or donate to the Avon Walk for Breast Cancer: avonwalk.org.

Dempsey Racing, originally formed as Hyper Sport LLC in 2002, is a professional sports car racing team competing at the top levels of American endurance sports car racing. The reigning 2008 Grand Am Koni Challenge Champions, the team will campaign a Mazda RX-8 GT in the 2009 Grand-Am GT championship series. The team has also raced in the American Le Mans Series and KONI Challenge Series in a variety of BMW, Ford, Infiniti, Mazda and Panoz products.