



DR. SUSAN LOVE
RESEARCH FOUNDATION

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Avon Walk for Breast Cancer Los Angeles Awards \$1.2 Million to the Dr. Susan Love Research Foundation

Los Angeles, September 14, 2008 --- The Avon Foundation has awarded the Dr. Susan Love Research Foundation a grant of **\$1,200,000** to support the development of the Love/Avon Army of Women, which will launch October 1.

The Love/Avon Army of Women, a groundbreaking new partnership between women and scientists, will accelerate the pace of research into prevention by helping scientists find the volunteers they need to expand their research from a focus on a breast cancer cure to breast cancer prevention.

Dr. Susan Love, the Foundation's President, accepted the grant from Carol Kurzig, Executive Director of the Avon Foundation on Sunday, September 14, at the Closing Ceremony of the sixth annual Avon Walk for Breast Cancer at the Queen Mary Events Park.

"I can't imagine a better partner in our Foundation's effort to go 'Beyond a Cure' than Avon," said Dr. Love. "The Love/Avon Army of Women is going to change the face of breast cancer research."

This year's Avon Walk Los Angeles included more than 2,100 participants from 34 states, including 211 breast cancer survivors. The event raised over \$5 million to advance access to care and finding a cure for breast cancer.

"We are thrilled with the continued success of the Avon Walk for Breast Cancer Los Angeles," said Kurzig. "The ongoing support and generosity of the participants and the community allows us to make substantial new grants that will benefit those facing breast cancer not only in the Los Angeles area but across the region and country."

During the Closing Ceremony, walker Debra Selle of Studio City was one of two speakers who provided an inspirational reminder of the personal impact of breast cancer.

"This is my second Avon Walk but my first as a woman battling and defeating breast cancer. Walking next to my Avon Walk "family," a group of women who have become my sisters and friends who supported me through training and treatment, shows me the impact the Avon Walk has on all of us, not just in health care, but in spirit, and will continue to be my motivation on my road to recovery."

About the Dr. Susan Love Research Foundation

The Mission of the Dr. Susan Love Research Foundation is to eradicate breast cancer and improve the quality of women's health through innovative research, education and advocacy. Susan Love has one goal for the Dr. Susan Love Research Foundation: to eradicate breast cancer within our lifetime! She strongly feels that we now have the tools we need to get to where breast cancer starts and only need the will and resources to make prevention a reality.

Susan Love has always been a pioneer and entrepreneur. She is known worldwide as one of the founding mothers of the breast cancer advocacy movement, and the author of Dr. Susan Love's Breast Book. To date, the Foundation has received more than four million dollars to pursue our own intraductal research, and since 1998, the Foundation has awarded pilot grants to intraductal researchers totaling more than \$900,000. To learn more about the Dr. Susan Love Research Foundation, visit www.dslrf.org.

About the Avon Walk for Breast Cancer

The Avon Walk Los Angeles is a noncompetitive event in which women and men had a choice of walking a marathon (26.2 miles) or a marathon and a half (39.3 miles) over the weekend. The event kicked off Saturday, September 13, with an inspirational early morning Opening Ceremony at the Queen Mary Events Park in Long Beach. Following the Ceremony, walkers began their journey, traveling through the Los Angeles area and concluding at the Avon Walk "Wellness Village" at El Dorado Regional Park, a "tent city" complete with two-person tents, hot showers, prepared meals, entertainment, and recreational activities such as the Reebok sneaker personalization station and the Fiji water pink carpet photo program. On Sunday, September 14, walkers completed another 13.1 miles together, ending back at the Queen Mary Events Park where they were greeted by thousands of family and friends who shared in a celebratory and moving Closing Ceremony, including the awarding of initial new grants.

To participate in the Avon Walk Los Angeles, each walker raised a minimum of \$1,800 in donations. Funds raised are managed and disbursed by the Avon Foundation [a 501(c)(3) public charity] and awarded to local, regional and national breast cancer organizations to support five areas of the breast cancer cause, including awareness and education, screening and diagnosis, access to treatment, support services, and scientific research, all with a focus on the medically underserved. Donations are still being accepted for the Avon Walk Los Angeles, and registration is still open for the remaining 2008 Avon Walks: New York, NY (October 4-5); and Charlotte, NC (October 25-26). Already concluded are the Avon Walks for Breast Cancer Houston, Washington, DC, Boston, Chicago, Rocky Mountains, CO, and San Francisco.

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