

AVON 39 THE WALK TO END BREAST CANCER RAISES \$3.1 MILLION IN SAN FRANCISCO

More than 1,400 AVON 39ers conquered 39.3-miles to take down breast cancer

SAN FRANCISCO, July 9, 2017 - [AVON 39 The Walk to End Breast Cancer](#) continued its 15th annual event series in San Francisco this weekend raising \$3.1 million to accelerate breast cancer research; improve access to screening, diagnosis and treatment; and educate people about breast cancer.

AVON 39 San Francisco - the fifth of seven events across the country united by the theme #FiercelsForever - drew more than 1,400 participants from 39 states and Washington, DC, including 220 breast cancer survivors who walked a total of 39.3 miles over two days. Since AVON 39's launch in 2003, more than 235,000 participants have raised nearly \$620,000,000. Funds raised are distributed to local, regional and national breast cancer organizations.

"Since 1992, the Avon Breast Cancer Crusade has been committed to enabling access to medical advances and support services for breast cancer patients, particularly those from vulnerable populations," said Jill Surdyka, AVON 39 National Ambassador. "The \$3.1 million raised this weekend will allow us to continue this important work with our beneficiaries in the San Francisco area and across the nation, with the hope that one day we will obliterate breast cancer once and for all."

Rae Smith, a two-time AVON 39er and Avon Representative, earned her 39 this weekend in San Francisco. "I'm doing this walk because of my mom," says Rae. "My mother was a true fighter and never let this disease get the best of her. She had such courage and stamina and it amazed me how she kept going until the very end. I walk and fight for those who can't, and support those that are."

At the event, the Avon Breast Cancer Crusade announced 10 new grants to local breast cancer organizations, ensuring the funds raised immediately benefit the local community. Additional grants will be awarded throughout the year, adding to the more than \$45 million donated by the Avon Breast Cancer Crusade and [Avon Foundation for Women](#) to organizations and institutions in Northern California.

Representatives from the 10 organizations receiving grants at AVON 39 San Francisco thanked participants for their commitment to ending breast cancer and for their spectacular fundraising achievements. All Avon Safety Net and Breast Cancer Outreach Program grantees commit to providing their services to everyone - no matter their insurance status, demographic background or ability to pay.

- [Tanya Project](#) received a grant to help provide free legal assistance to breast cancer patients throughout the Bay area. They will support underserved women by drafting legal documents, addressing health insurance issues and ensuring that women know their rights.
- [Shanti Project](#) received a grant to continue providing care and support for more than 150 low-income and uninsured women with breast cancer in San Francisco. Their multi-lingual staff will help patients understand their treatment plans and provide referrals and support around nutrition, childcare, housing and other needs.
- [Charlotte Maxwell Clinic](#) received a grant to help deliver integrative medicine, like acupuncture, herbs and yoga, alongside practical support, like grocery cards, emergency funds for unpaid bills and food pantry services to more than 350 underserved women in Oakland.
- [Cancer Resource Centers of Mendocino County](#) received a grant to continue to provide comprehensive navigation services to women living with breast cancer in rural areas of Mendocino County. They will facilitate communication with healthcare providers and ensure that women have transportation and lodging for appointments that are often far from their homes.
- [Women's Cancer Resource Center](#) received a grant to increase awareness of breast cancer screening in multiple languages to more than 1,000 individuals living in the East Bay. Additionally, they will help 140 women diagnosed with breast cancer get the care and treatment they need.
- [Alameda Health System and Alameda Health System Foundation](#) received a grant to continue to support their patient navigation services for a multi-ethnic population of medically underserved

breast cancer patients, giving them access to critical breast cancer screening, diagnostic and treatment services.

- **Paradigm Shift Therapeutics** received a grant to continue their research to identify small molecules that can activate the immune system and stop cancer growth in patients with metastatic disease.
- **Project Open Hand** received a grant to make 100,000 meals and grocery bags for people living with breast cancer in San Francisco and Alameda County. This year they will serve their 1 millionth meal to the breast cancer community.
- **Samaritan House of San Mateo** received a grant on behalf of Avon's Breast Health Outreach Programs in the Western U.S. so organizations like the Samaritan House can help communities learn about the importance of regular breast cancer screening. They will also help individuals access screening and get the care they need should they be diagnosed with breast cancer.
- **San Francisco General Hospital Foundation**, home of the Avon Center of Excellence, received a grant on behalf of the ZSFG Avon Comprehensive Breast Care Program to improve access to mammography services, care delivered through the mammography van and access to patient navigation. In addition, they will conduct two research projects, one examining how targeted outreach messages can increase screening mammography rates and another assessing how breast cancer survivors seek further health services.

"As the company for women, we are proud of our strong purpose-driven mission to improve the lives of women - and this includes our long-term commitment to the fight against breast cancer. I've had the great privilege of participating in the AVON 39 Walk and being a part of the powerful community of walkers. I'm inspired by the individuals whose lives have been touched by breast cancer, and who have their own personal reason for wanting to take part and make a difference," says Scott White, Chief Executive Officer, New Avon LLC.

Event Details

AVON 39 The Walk to End Breast Cancer San Francisco began on Saturday, July 8 at 6:30 a.m. with an inspirational opening ceremony at Lindley Meadow. Participants then walked 26.2 miles through the San Francisco area, supported by an all-volunteer crew and cheered on by supporters. AVON 39 participants spent Saturday night at City College of San Francisco featuring pink two-person tents, hot showers and meals, entertainment and leisure activities, as well as volunteer medical services provided by AVON 39 Medical Sponsor Stanford Health Care.

On Sunday, July 9, after completing the final 13.1 miles, participants joined family and friends at Marina Green to celebrate their achievement at a finish festival with entertainment and closing ceremony, which started at 2:00 p.m. During the ceremony, the Avon Breast Cancer Crusade awarded new grants to Northern California-area breast cancer organizations to ensure the funds raised will benefit the community immediately.

Get Involved with AVON 39 The Walk to End Breast Cancer

Registration is open for 2017 events, including [Santa Barbara](#) (September 9-10); and [New York](#) (October 14-15). Registration is also open for 2018 events in [Houston](#) (April 21-22); [Washington DC](#) (May 5-6); [Chicago](#) (June 9-10) and [Boston](#) (June 23-24).

For more information about AVON 39 The Walk to End Breast Cancer, visit www.avon39.org or join the #FiercelsForever conversation on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

About AVON 39 The Walk to End Breast Cancer

AVON 39 The Walk to End Breast Cancer is the largest fundraising event for the Avon Breast Cancer Crusade. Since its launch by the Avon Foundation for Women in 2003, more than 235,000 participants have raised nearly \$620,000,000 in the fight to end breast cancer. Funds raised at each event provide direct impact in the area where the event takes place, and also help make sure that care and research programs nationwide have adequate resources to make the most progress possible. For more information about AVON 39 The Walk to End Breast Cancer, visit www.avon39.org or join the #FiercelsForever conversation on [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#).

About New Avon LLC

New Avon LLC ("Avon") is the leading social selling beauty company in North America, with independent sales Representatives throughout the United States, Puerto Rico and Canada. Avon's product portfolio

includes award-winning skincare, color cosmetics, fragrance and personal care products, featuring iconic brands such as [ANEW](#), [Avon Color, mark.](#), and [Skin So Soft](#), as well as fashion and accessories. Avon has a 130 year history of empowering women through economic opportunity, and supporting the causes that matter most to women. Together, Avon and the [Avon Foundation for Women](#) have contributed over \$1 billion globally toward eradicating breast cancer and domestic violence. Learn more about Avon and its products at www.avon.com.

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*Encourage women around you to do the same. Don't forget, men can get breast cancer, too.
For breast cancer information and resources, visit avonfoundation.org.*

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