



**** MEDIA ALERT **MEDIA ALERT ** MEDIA ALERT****

DR. SUSAN LOVE TO APPEAR AT UPCOMING SAN ANTONIO BREAST CANCER SYMPOSIUM

CREATOR OF THE REVOLUTIONARY LOVE/AVON ARMY OF WOMEN BREAST CANCER PREVENTION INITIATIVE TO SERVE AS MODERATOR

WHAT: Dr. Susan Love, renowned breast cancer expert and creator of the groundbreaking **Love/Avon Army of Women campaign**, will make an appearance at the **31st Annual San Antonio Breast Cancer Symposium** as moderator of the Patient Management & Quality of Life press conference. The symposium, presented by the American Association for Cancer Research (AACR), is the revered international scientific symposium for interaction and exchange amongst basic scientists and clinicians in breast cancer. The AACR is the Scientific Collaborator for the Love/Avon Army of Women.

The Army of Women (www.armyofwomen.org) initiative, created in partnership with the Avon Foundation and the Dr. Susan Love Research Foundation, hopes to recruit one million women to partner with scientists in order to move the research from animal models to studying actual women. By moving research from the lab to studying a wide variety of women without breast cancer, researchers can identify what happens in women *before* breast cancer occurs...and how to *prevent* it! Over **255,000** women have registered so far, and two major studies have already benefited from the campaign since its October 1st launch.

*Dr. Love will post daily feedback on topics discussed at the symposium at www.blog.dslrf.org .

WHEN: Friday, December 12, 2:00pm (CST) - PRESS CONFERENCE
December 10 – 14 (GENERAL ATTENDANCE)

WHERE: The 2008 San Antonio Breast Cancer Symposium
The Henry B. Gonzalez Convention Center, (Press conference will be held in 217C)
San Antonio, Texas

CONTACT: To schedule an interview, please contact:
Melissa Edwards, Medwards@bncpr.com , T: 310.854.4818

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The **Avon Foundation** is a public charity founded in 1955 and a global leader in the fight against breast cancer. Avon Products, Inc. is the leading corporate supporter of the breast cancer cause. From 1992 through 2008 Avon and the Avon Foundation have together raised and awarded \$585 million worldwide for access to care and finding a cure for breast cancer, with a focus on the medically underserved.

Dr. Susan Love is known worldwide as one of the founding mothers of the breast cancer advocacy movement and sits on the Boards of the National Breast Cancer Coalition and the Medical Advisory Board of Young Survival Coalition. She is a Clinical Professor of Surgery at the David Geffen School of Medicine at UCLA and was appointed by President Clinton to the National Cancer Advisory Board. Dr. Love is also author of the best-selling [Dr. Susan Love's Breast Book](#).

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. For more information: www.dslrf.org .

A Partnership between the Dr. Susan Love Research Foundation and the Avon Foundation
www.armyofwomen.org