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“MILLION IN THE MIRROR” FOR BREAST CANCER RESEARCH WINS THE LOVE/AVON ARMY OF WOMEN PSA CONTEST

PSA by NYU Film Students Encourages Healthy Women & Breast Cancer Survivors to Volunteer for Research to Find the Cause of Breast Cancer

New York, NY/Los Angeles, CA (October 5, 2009) – The Dr. Susan Love Research Foundation announced today that “*Million in the Mirror*,” by Marc Parees and Ryan Silbert of New York University's Maurice Kanbar Institute of Film and Television, is the winner of its first-ever public service announcement (PSA) video contest for the Love/Avon Army of Women. The finalists and winning PSA can be viewed at: <http://www.armyofwomen.org> and on <http://www.glamour.com>.

The Love/Avon Army of Women is a partnership between the Dr. Susan Love Research Foundation and the Avon Foundation for Women. The initiative is a first of its kind partnership between breast cancer researchers and women willing to participate in studies aimed at finding the cause of breast cancer and how to prevent it.

“All of the students did a tremendous job producing compelling PSAs to help us recruit more volunteers for the Army of Women”, said Dr. Susan Love, president of the Dr. Susan Love Research Foundation. “Our goal is to recruit one million women of all ages, ethnicities whether they’ve had breast cancer or not.”

The PSA contest invited film students from the USC School of Cinematic Arts and New York University's Maurice Kanbar Institute of Film and Television to submit PSAs encouraging women to join the Army of Women and be part of a revolutionary initiative where women partner with researchers to move breast cancer beyond a cure.

The online contest was hosted by *Glamour* magazine at www.glamour.com. In a one-week period, more than 28,000 readers voted for their favorite PSA among the four finalists, which will air on Lifetime Television for Women during Breast Cancer Awareness Month throughout the month October.

“We all know someone who has been affected by breast cancer—the Army of Women is working to change that,” says Wendy Naugle, Deputy Editor at *Glamour*. “By motivating researchers to examine the causes of breast cancer, and by inspiring one million women to volunteer for research, this campaign could help us finally learn how to prevent breast cancer.”

The winner received an Apple Final Cut Studio Package and the opportunity to meet with the senior vice president of production at New Regency Productions, the production company founded by Arnon Milchan that distributes its films worldwide through Twentieth Century Fox.

Both winners have been touched by breast cancer. Marc Parees, the writer and director of *Million in the Mirror*, is currently pursuing his MFA in film and recently received a Warner Brothers Production Grant for his thesis film *Little Ones*, currently in development for production in Spring 2010. The producer, Ryan Silbert, is currently developing a slate of films including several genre films by George Romero, and an adaptation of Stephen King's *The Girl Who Loved Tom Gordon* co-written by King and Romero.

Since it was launched in October of last year, more than 300,000 women from across the U.S. have joined the Army of Women eager to participate in a variety of studies aimed at finding the cause of breast cancer and how to prevent it. In its first year, more than 11,000 Army of Women volunteers have participated in 14 studies. Dr. Susan Love Research Foundation (DSLRF) and the Avon Foundation teamed up in October 2008 to launch the Love/Avon Army of Women.

The mission of the DSLRF is to eradicate breast cancer and improve the quality of women's health through innovate research, education and advocacy. Dr Susan Love is known world-wide as one of the founding mothers of breast cancer advocacy 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. For more information: www.dslrf.org.

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