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LOVE/AVON ARMY OF WOMEN BREAST CANCER PREVENTION CAMPAIGN
SHOWS EARLY SIGNS OF SUCCESS

*Over 250,000 Volunteers Already Registered to Partner with
Breast Cancer Prevention Researchers within First Two Months*

Santa Monica, CA, December 15, 2008— Just two months after its national launch, the Love/Avon Army of Women campaign, a partnership between the Dr. Susan Love Research Foundation and the Avon Foundation, is already showing early signs of success. The groundbreaking initiative, which partners women volunteers with breast cancer prevention researchers, has already signed on over 259,000 women and issued two call-to-action research initiatives to immediate and successful results. The goal of the campaign is to recruit one million women of every age and ethnicity to partner with research scientists to find what causes breast cancer and take science ‘beyond a cure’ to *prevention*. The campaign serves as an online resource providing researchers much-needed and unprecedented, timely access to healthy women – a critical component to prevention research.

The program issued its first call-to-action research initiative, The Sister Study, within the first month of its launch (http://www.armyofwomen.org/current/view?grant_id=82). The Sister Study, is a national study investigating how the environment and genes affect the chances of getting breast cancer. The study, which on average recruits a few hundred women per month towards the goal of 50,000 women, registered over 2,000 qualified Army of Women volunteers to be a part of the study within the first week of the call to action announcement. This is the largest number of women to join the study since its organizers, the National Institutes of Health, began recruiting women six years ago.

Most recently, the campaign announced its second study -The Milk Study, a research project to determine whether or not breast cancer and breast cancer risk can be accurately assessed from a breast milk sample and, hopefully, reduce biopsies amongst women who are nursing (http://www.armyofwomen.org/current/view?grant_id=99). Despite the complex criteria, over 25 qualified women were signed on to participate in the project within a matter of days.

“The response has been tremendous, and so encouraging,” says Dr. Susan Love, president of the Dr. Susan Love Research Foundation. “We knew women were ready and willing to do more to fight breast cancer, and these early results are certainly a testament to that. This is only the start!”

Virtually all women not currently undergoing breast cancer treatment, including healthy women, breast cancer survivors, and women who are at high risk for developing breast cancer, can enroll in the Love/Avon Army of Women.

The campaign will continue to issue an average of two call-to-action studies each month. Scientists apply to the Army of Women for the opportunity to recruit volunteers for their research. Their studies undergo a thorough scientific, safety, and ethical review. An email with information on the approved research study is sent to volunteers in the Army of Women database. Eligible women who are interested in participating are put in touch with the researcher or a designated Army of Women research center. Participation in these studies may involve completing a questionnaire, or providing samples such as blood or saliva. All information is kept strictly confidential, and the women participate on a purely voluntary basis.

The National Breast Cancer Coalition and the American Association for Cancer Research have both endorsed the Army of Women campaign, along with several “celebrity ambassadors” including Whoopi Goldberg, Felicity Huffman, Marcia Cross, Suze Orman, Danica Patrick, Daisy Fuentes, Tichina Arnold, Erin Daniels, Leisha Hailey, and Olympians Emily and Sarah Hughes.

For more information about the Love/Avon Army of Women or any of the above- mentioned studies, please visit www.armyofwomen.org.

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The Avon Foundation

The Avon Foundation, a 501(c)(3) public charity, was launched in 1955 with a single scholarship of \$400 and has grown to be a leader in the breast cancer and domestic violence causes worldwide. By the end of 2008, Avon philanthropy will have raised and awarded more than \$660 million in over 50 countries in support of the mission to *improve the lives of women globally*. The *Avon Breast Cancer Crusade* launched in 1992 and focuses on advancing access to care for all, regardless of ability to pay, and eradicating breast cancer. Funds are awarded for breast cancer education and awareness; screening and diagnosis; access to treatment; support services; and medical research. The *Speak Out Against Domestic Violence* initiative was launched in 2004, focusing on awareness, education, direct service programs and prevention, with a special emphasis on children affected by domestic violence. More information: www.avonfoundation.org.

Dr. Susan Love

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. She lectures nationally and internationally on breast cancer, menopause and women's health. She has been awarded six honorary doctorate degrees, as well as numerous honors and citations, and is the author of the bestselling *Dr. Susan Love's Breast Book*.

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. For more information: www.dslrf.org.