



**** MEDIA ALERT **GREAT VISUALS ** MEDIA ALERT****

DR. SUSAN LOVE RESEARCH FOUNDATION AND THE AVON FOUNDATION TO ANNOUNCE LAUNCH OF NEW BREAST CANCER RESEARCH INITIATIVE: THE LOVE/AVON ARMY OF WOMEN CAMPAIGN

Groundbreaking Call-To-Action Initiative Will Partner Women Directly With Researchers To Find 'Cause' of Breast Cancer and Work towards Preventing the Disease

WHAT: The **Dr. Susan Love Research Foundation** and the **Avon Foundation** are joining forces to launch the first-of-its-kind **Love/Avon Army of Women** (www.armyofwomen.org), a groundbreaking initiative aimed at partnering women with scientists for breast cancer research studies. This **revolutionary call to action** will recruit **one million women** of all ages and ethnicities to be a part of research studies. 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!

WHO: **Dr. Susan Love**, renowned breast cancer expert, author of the best-selling *Dr. Susan Love's Breast Book* and president of the Dr. Susan Love Research Foundation; **Andrea Jung**, chairman and CEO of Avon Products, Inc.; **Carol Kurzig**, Executive Director of the Avon Foundation, a global leader in the breast cancer cause; and **Army of Women volunteers**.

WHEN: **Wednesday, October 1, 2008**

11:00am/Media Check-in

11:30am/Press Conference

WHERE: Warwick Hotel

Kent Room

65 West 54th Street (between Fifth Avenue and Avenue of the Americas)
New York City

CONTACT: Media credentials required. To RSVP please contact:
BNC/Bragman, Nyman, Cafarelli
Melissa Edwards, Medwards@bncpr.com
T: 310.854.4818 M: 917.572.9141

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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. 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.

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