

## Army of Women FACT SHEET

### WHAT

The Love/Avon Army of Women, a program of the Dr. Susan Love Research Foundation, provides women the opportunity to receive emails about how to take part in breast cancer research studies aimed at determining the causes of breast cancer – and how to prevent it. The Army of Women is a groundbreaking initiative that connects breast cancer researchers with real women who are willing to participate in a wide variety of research studies. The goal of the Army of Women is to recruit one million women and men of all ages. Participants must be 18 and older—but we need **ALL ethnicities, ALL ages, healthy women, women with cancer and women who are survivors if we want the research to apply to all of us.** Since the Army of Women launched in October of 2008, over 350,000 women have joined with over 45,000 women participating in over 40 breast cancer studies.

### WHY

Since declaring “war on cancer” more than 40 years ago, the scientific community has made great strides in some areas. However, the number of women diagnosed with and dying from breast cancer is virtually the same as it was in 1969. More resources need to be spent on determining the cause of breast cancer, which isn’t just going to take more research – it’s going to take a different type of research. It is critical that the Army of Women represent women of all sizes, shapes, ages, ethnicities, lifestyles, and geographic areas. This is the only way we will truly learn about this disease. We depend on our Army of Women participants to help us recruit a diverse set of women so that the data from the studies will apply to all of us.

## HOW

Any women over the age of 18 interested in joining the Army of Women can register at [www.armyofwomen.org](http://www.armyofwomen.org) by providing some basic information including, name, age, city and state of residence. Army of Women members will receive email updates announcing new research studies along with a brief description. Members who fit the criteria and are interested in participating, simply reply to the email. There is absolutely **NO COST** to join and take part in something this important. Some studies may require something as simple as completing an online questionnaire, while others may require blood, urine, saliva, breast fluid or breast tissue. Participation in any of our studies is **ALWAYS COMPLETELY voluntary**. Members can opt to accept or decline any study invitation. The Army of Women staff will ensure that your contact information remains confidential. The Love/Avon Army of Women is committed to safeguarding the safety and privacy of each and every woman who joins the Army of Women and responds to a study invitation.

## WHO

Dr. Susan Love Research Foundation (DSLRF), a non-profit 501 (c)(3), launched the Love/Avon Army of Women in October 2008 thanks to a generous grant from the Avon Foundation for Women. The mission of 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](http://www.dslrf.org).