



DR. SUSAN LOVE  
RESEARCH FOUNDATION

MOVING BREAST CANCER BEYOND A CURE

**FOR IMMEDIATE RELEASE**

**LIFETIME TELEVISION PARTNERS WITH DR. SUSAN LOVE RESEARCH FOUNDATION TO RECRUIT AN ARMY OF WOMEN TO END BREAST CANCER**

**'Army Wives' lend support in enrolling breast cancer research volunteers; More than 700 retailers across the U.S. enlisted to help**

10.14.2010– Los Angeles, CA – The Dr. Susan Love Research Foundation is proud to announce a partnership with Lifetime Television to recruit volunteers to join its Army of Women initiative at [www.armyofwomen.org](http://www.armyofwomen.org).

- Throughout October, Lifetime Television will broadcast public service announcements featuring Army Wives series' stars Sally Pressman and Brigid Brannagh;
- Dr. Susan Love is featured as part of "Lifetime Celebrates Remarkable Women" campaign airing on the network;
- Lifetime Television is distributing Army of Women point-of-purchase displays with Army of Women decals to more than 700 retailers throughout the United States to increase visibility and encourage sign-ups;
- To extend the message further, the Army of Women will also be included as part of Lifetime's advertisements in the special breast cancer awareness issues of USA Today and the Los Angeles Times;
- Army of Women will be featured on the mylifetime.com website (<http://www.mylifetime.com/my-lifetime-commitment/breast-cancer>) as well as in the email newsletter and on the Lifetime social media platforms.

The Army of Women initiative, a program of the Dr. Susan Love Research Foundation, funded by a grant from the Avon Foundation for Women, is recruiting one million women of all ages and ethnicities, with or without breast cancer, to sign up and participate in breast cancer research studies.

Current studies focus on using breast milk to screen for breast cancer, finding a better way to predict a woman's breast cancer risk, effects of Depo Provera on breast tissue, among other studies. For the full list of current projects, visit <http://www.armyofwomen.org/current>.

After signing up at [www.armyofwomen.org](http://www.armyofwomen.org), members are then contacted via email blast to participate in groundbreaking, breast cancer prevention research studies. They can either sign-up for the studies online, or if they do not qualify, they are encouraged to forward the information to a friend or family member. Every woman over 18 is welcome to participate, whether a breast cancer survivor or someone never affected.

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, visit [www.dsrlf.org](http://www.dsrlf.org).

**ABOUT ARMY WIVES**

The most successful series in Lifetime's history, Army Wives follows the struggles, dreams and friendships of a diverse group of women – and one man – living with their spouses and families on an active army post. The series stars Kim Delaney, Sally Pressman, Brigid Brannagh, Brian McNamara, Sterling K. Brown, Wendy Davis, Drew Fuller, Terry Serpico, Katelyn Pippy and Catherine Bell. Produced by ABC Studios, Army Wives will return for its fifth

season in 2011. For more information, visit [www.mylifetime.com](http://www.mylifetime.com).

### **ABOUT LIFETIME TELEVISION**

Lifetime Television, the number one rated women's network, is committed to offering the highest quality entertainment and information programming, and advocating a wide range of issues affecting women and their families. Lifetime Television®, Lifetime Movie Network®, Lifetime Real Women® and Lifetime Digital™ (which includes myLifetime.com, LMN.tv, Lifetime Games, Roiworld.com, DressUpChallenge.com, MothersClick.com and LifetimeMoms.com) are part of Lifetime Entertainment Services, LLC, a subsidiary of A&E Television Networks, LLC. A&E Television Networks is a joint venture of the Disney-ABC Television Group, Hearst Corporation and NBC Universal.

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