

About the Avon Walk for Breast Cancer

The Avon Walk Charlotte is a noncompetitive event in which women and men had a choice of walking a marathon (26.2 miles) or a marathon and a half (39.3 miles) over the weekend. The event kicked off Saturday, October 25, with an inspirational early morning Opening Ceremony at Frazier Park. Following the Ceremony, walkers began their journey, traveling through the Charlotte area and concluding at the Avon Walk “Wellness Village” at Park Ridge Park, a “tent city” complete with two-person tents, hot showers, prepared meals, entertainment, and recreational activities such as the Reebok sneaker personalization station and the Fiji water pink carpet photo program. On Sunday, October 26, walkers completed another 13.1 miles together, ending back at Frazier Park where they were greeted by thousands of family and friends who shared in a celebratory and moving Closing Ceremony, which included the awarding of initial new grants.

To participate in the Avon Walk Charlotte, each walker raised a minimum of \$1,800 in donations. Funds raised are managed and disbursed by the Avon Foundation [a 501(c)(3) public charity] and awarded to local, regional and national breast cancer organizations to support five areas of the breast cancer cause, including awareness and education, screening and diagnosis, access to treatment, support services, and scientific research, all with a focus on the medically underserved. Donations are still being accepted for the Avon Walk Charlotte, and registration is open for the upcoming 2009 Avon Walk season. The 2008 season consisted of the Avon Walks for Breast Cancer Houston, Washington, DC, Boston, Chicago, Rocky Mountains, CO, San Francisco, Los Angeles, New York, and Charlotte.

To register, donate or for additional information, please visit www.avonwalk.org or call 800-541-WALK.

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The Avon Walk for Breast Cancer thanks National Sponsor: Reebok; Official Sponsors: Genentech BioOncology, Novartis Oncology and Prevention Magazine; and Official Water: FIJI.

Remember: early detection can help save lives. Schedule your mammogram or clinical breast exam today. For more breast cancer information and resources, visit www.cancer.org (keyword breast cancer) or www.avonfoundation.org, where you can access free printable breast cancer informational literature.

www.bncpr.com