

Contact: Naz Sykes
310-828-0060
naz.sykes@dslrf.org

Zero Breast Cancer Calls Upon All Women to Join the *Love/Avon Army of Women*

New Program Focuses on Going Beyond a Cure to Supporting Research to Prevent Breast Cancer

June 2, 2010 – Zero Breast Cancer announces its support of a unique new program that now offers men and women the opportunity to help unlock the key to *preventing* breast cancer: the ***Love/Avon Army of Women***. The *Love/Avon Army of Women* is seeking to recruit one million women nationwide to move breast cancer beyond a cure and help researchers learn what causes breast cancer. Women across the U.S. are encouraged to be “one in a million” by learning more and signing up at www.armyofwomen.org.

The *Love/Avon Army of Women* is an initiative of the Dr. Susan Love Research Foundation, thanks to a generous grant from the Avon Foundation for Women. It was launched on October 1, 2008 to mark the start of Breast Cancer Awareness Month. Over the years, millions of dollars have been raised that has advanced treatment and early detection, but researchers still do not know what causes the disease. The *Love/Avon Army of Women* empowers men and women with a new opportunity – a simple but revolutionary call for one million people of all ages and ethnicities to join the “Army of Women” and consider serving as research volunteers to help scientists understand the causes of breast cancer – and how to end it once and for all.

“The Army of Women initiative has the potential to rapidly advance our understanding of the causes of breast cancer. It’s difficult to prevent something if you don’t know what causes it.” said Janice Barlow, executive director of Zero Breast Cancer. “We encourage women and men to join the Army of Women today and register at www.armyofwomen.org to be part of this important effort.”

Universities and research labs throughout the country may submit their studies for consideration to the *Army of Women*, and all research will undergo a thorough medical and ethical review. Some research may require women who have volunteered to participate in studies to complete a questionnaire, while others may require blood or saliva samples, or other simple steps (the research studies are not clinical trials and do not involve drugs). The *Army of Women* will serve as a virtual “matchmaker,” sending an email alert to volunteers outlining the needs of each study, and women who meet the criteria have the option to take part.

“Traditionally, it has been women who have led the fundraising and advocacy efforts to end breast cancer,” says Dr. Susan Love, the President of the Dr. Susan Love Research Foundation and a leader in the breast cancer movement for more than 30 years. “This new initiative gives women and men the opportunity to be part of the research itself and help keep our collective focus on achieving a cure. The *Army of Women* will enable more scientists to move from studying cancer after it occurs, and testing new drugs and treatments, to seeking the cause and prevention. If we all join together, I know we *can* end breast cancer in our lifetime.”

Why is the *Army of Women* important? “All too often, researchers cannot find the volunteers they need for their studies, or it takes up to 18 months to recruit enough,” explained Marc Hurlbert, Director of the Avon Breast Cancer Crusade. “The *Army of Women* will solve this problem and allow scientists to focus on their work, not recruitment, and provide timely access to volunteers, thereby moving the focus from

the lab to real women and men, and accelerating research into breast cancer cause and prevention.”

Women and men nationwide are invited to be “one in a million” and help end breast cancer. Visit www.armyofwomen.org.

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.

The Avon Foundation

The Avon Foundation, an accredited 501(c)(3) public charity, was founded in 1955 to improve the lives of women and their families, and focuses on breast cancer and domestic violence. From 1992 through 2008, the Avon Breast Cancer Crusade has raised and awarded more than \$585 million worldwide for access to care and finding a cure for breast cancer, with a focus on the medically underserved. Funding supports five areas: awareness and education; screening and diagnosis; access to treatment; support services; and scientific research. Beneficiaries range from leading cancer centers to community-based non-profit breast health programs. For more information, visit www.avonfoundation.org

Zero Breast Cancer

Zero Breast Cancer is a nonprofit organization dedicated to finding the causes of breast cancer through community participation in the research process. We focus on identifying environmental factors and the role they play in the development of breast cancer at all stages of life and across generations. For more information, visit: www.zerobreastcancer.org

#