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\$7.5 MILLION RAISED IN AVON WALK FOR BREAST CANCER SAN FRANCISCO

SIXTH ANNUAL EVENT SERIES WELCOMES OVER 3,200 PARTICIPANTS & AWARDS GRANTS TO SEVEN LOCAL BREAST CANCER ORGANIZATIONS

San Francisco, July 13, 2008 --- The sixth annual Avon Walk for Breast Cancer season continued with the Avon Walk San Francisco this weekend, which raised \$7.5 million to advance access to care and finding a cure for breast cancer – the most ever raised by the San Francisco event. The Walk was a tremendous success, with 3,200 participants drawn from 39 states, including 290 breast cancer survivors, who enjoyed perfect weather throughout the weekend-long event as they joined together to raise lifesaving funds and awareness for breast cancer.

At the event's Closing Ceremony at Speedway Meadow in Golden Gate Park, Marc Hurlbert, Scientific Director, Avon Breast Cancer Crusade, announced a total of \$4,265,000 in initial grants awarded to seven local organizations, ensuring the funds raised immediately benefit the community. More grants are slated to be awarded throughout the year to breast cancer programs nationwide.

“We are thrilled with the continued success of the Avon Walk for Breast Cancer San Francisco in this, our sixth year,” stated Hurlbert. “The ongoing support and generosity of the participants and the community allows us to make substantial new grants that will benefit those facing breast cancer not only in San Francisco but across the region and country.”

Among the local breast cancer nonprofit organizations awarded a grant by the Avon Foundation at the Closing Ceremony was:

- **Zero Breast Cancer** (San Rafael, CA) received a grant in the amount of **\$150,000** to engage the community in breast cancer research and participate in novel research studies including Breast Cancer and the Environment Research Center, Prospective Study of Breast Cancer Survivorship in the Bay Area, and a project to develop an innovative Geographic Information System (GIS) model to study breast cancer and residential mobility. **Janice Barlow**, Executive Director accepted the award.

Zero Breast Cancer is a Marin County nonprofit organization dedicated to finding the causes of breast cancer through community participation in the research process. It focuses on identifying environmental factors and the role they play in the development of breast cancer at all stages of life and across generations.

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