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AARP to Support the Love/Avon Army of Women

Will join effort to enroll women in revolutionary initiative to eradicate breast cancer

New York, NY/Los Angeles, CA (June 2, 2009) – The Avon Foundation and the Dr. Susan Love Research Foundation are pleased to announce that their joint venture, the Love/Avon Army of Women, (www.armyofwomen.org) will be supported by AARP, the nonprofit membership organization for people 50-plus.

“We are proud and excited to have received the AARP’s support,” says Dr. Susan Love, president of the Dr. Susan Love Research Foundation. “We look forward to working with this stellar organization to educate its members about, and enroll them in the Army of Women.”

The Army of Women is a revolutionary new initiative that is changing the paradigm of breast cancer research by challenging the scientific community to expand its current focus to include breast cancer research conducted on healthy women. It is currently recruiting one million women who are interested in taking part in the research studies that will help scientists learn what causes breast cancer and how to prevent it. To date, the Army of Women has signed on more than 270,000 women and issued five calls-to-action for research studies, with immediate and successful results.

“A major goal of AARP is to conduct and support research that will meet the needs of an aging population,” says Bill Novelli, CEO of AARP. “We believe that the Army of Women will be of great interest and value to AARP members and all Americans.”

The Dr. Susan Love Research Foundation’s mission 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 is a public charity founded in 1955, and today is a leader in the fight against breast cancer, awarding funds for breast cancer education and awareness; screening and diagnosis; access to treatment; support services; and medical research. Avon Products, Inc. is the largest corporate supporter of the breast cancer cause. Since the launch of the groundbreaking Avon Breast Cancer Crusade in 1992, Avon and the Avon Foundation have together mobilized hundreds of thousands of people and raised and awarded \$585 million in more than 50 countries worldwide. For more information visit www.avonfoundation.org.

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