



For Immediate Release:

Kara Silverman/Avon Foundation
212-282-5666
kara.silverman@avonfoundation.org

Naz Sykes/DSLRF
310-828-0060
naz.sykes@dslrf.org

**LOVE/AVON ARMY OF WOMEN RECEIVES PETA PROGGY AWARD; NAMED
"MOST INNOVATIVE HEALTH CHARITY"**

New York, NY/Los Angeles, CA (*January 26, 2009*) – The Avon Foundation (www.avonfoundation.org) and the Dr. Susan Love Research Foundation (www.dslrf.org) are proud to announce that their joint venture, the Love/Avon Army of Women (www.armyofwomen.org) received the PETA Proggy Award for "Most Innovative Health Charity." The Proggy Awards ("Proggy" is short for "progress") recognize animal-friendly achievements in commerce and culture.

In addition to the Love/Avon Army of Women, winners of this year's Proggy Awards include producers and marketers of vegan foods, leather-free shoes, and cruelty-free personal-care products; a fast-food franchise owner; and a member of Congress. "The Army of Women is using the very best tools available to advance breast cancer research," says PETA President Ingrid E. Newkirk. "Anyone who wants to see a cure for breast cancer in our lifetime should support this forward-thinking program."

The Army of Women is a revolutionary new initiative that is changing the paradigm of breast cancer research by helping scientists find the volunteers they need to shift the focus of their research from animals to women. The goal is to recruit 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 nearly 265,000 women and issued two call-to-action research initiatives to immediate and successful results.

"We are honored and excited to have been identified by PETA for our innovative and life changing initiative," says Dr. Susan Love, president of the Dr. Susan Love Research Foundation. "We encourage every woman who is a member of PETA to show their support for cruelty-free research by joining the Army of Women!"

"The Avon Foundation seeks out pioneering, paradigm-changing research projects, which is why we partnered with Dr. Love to launch Love/Avon Army of Women, says Dr. Marc Hurlbert, Director of the Avon Foundation Breast Cancer Crusade. "We believe that funding such cutting-edge research will help us move beyond a cure."

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.

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.

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