

# GOOD CITIZENSHIP

## Pretty In Pink—And Blue

(NAPSA)—You can help change some heartbreaking statistics: In the U.S. there is a new diagnosis of breast cancer every three minutes, and every nine seconds a woman is assaulted or beaten. Men can suffer from breast cancer and domestic violence, too. Many concerned citizens are raising funds and awareness.

An easy way to get involved is to purchase, wear and use fundraising products that support these causes. One source is the Avon Foundation, one of the few organizations to tackle both breast cancer and domestic violence. The Avon Foundation offers unique, affordable fundraising products year-round, but the breast cancer and domestic violence messages are especially meaningful in October, which has been designated Breast Cancer and Domestic Violence Awareness Month. Products to support both the Breast Cancer Crusade and Speak Out Against Domestic Violence are available through dedicated Avon sales representatives and at [avonfoundation.org](http://avonfoundation.org).

New in the Breast Cancer Crusade collection are Pink Ribbon Bubble Bath, a sparkling tennis bracelet, a water bottle and pink fleece-lined clogs, which join a large collection of jewelry, accessories and cosmetics. To support the domestic violence cause, Avon offers bracelets, a key ring and more, including the Women's Empowerment Bracelet, which was launched by award-winning actress and Avon Foundation Honorary Chairwoman Reese Witherspoon.

The donation to the cause



**Reese Witherspoon shows off the Women's Empowerment Bracelet, which raises funds to help end violence against women.**

varies per item and is as high as 80 percent of the purchase price. So far, Avon global philanthropy raised more than \$660 million through programs in over 50 countries, making the company a leader in the breast cancer and domestic violence causes.

Where does the money go? The Avon Foundation awards grants to organizations and institutions to advance access to care and finding a cure for breast cancer, with a focus on the medically underserved, and to help end the cycle of domestic violence, with a special focus on helping children.

Contact an Avon sales representative or visit [www.avonfoundation.org](http://www.avonfoundation.org) to view the collection of fundraising products, see how the money is used and download free printable literature on both breast cancer and domestic violence. You can take action to help save lives.



**Note to Editors:** *October has been designated Breast Cancer Awareness Month and Domestic Violence Month, although this story can be run at anytime.*