

The Active Consumer

Smart Ways To Support Worthy Causes

(NAPSA)—More and more consumers have found ways to support important causes by shopping for products that give back or making conscious decisions about the companies they deal with. So how can you speak with your purse strings? Here's a look at how you can spend your money wisely:

Breast Cancer

Consumers can help in the fight against breast cancer by purchasing products such as the Avon Breast Cancer Crusade Memo Jotter. The 3¼-inch silver tone metal case is accented with a gemstone pink ribbon, which opens to a pad of pink paper, pen and mirror. It is affordably priced at \$7.50, with all net proceeds (\$5.34) donated to organizations that help those with breast cancer access care and research to find a cure.

A jewelry option for the breast cancer cause is the Walk Around the World for Breast Cancer Pin, a golden globe encircled by a precious pink ribbon. It's priced at \$3.00, with \$2.34 donated to the cause. The Avon Breast Cancer Crusade mug is a perfect option for you or friends and family who share a dedication to the fight against breast cancer. The beautiful ceramic mug features an elegant rose and pink ribbon design, blush pink interior and green-striped edge. It is priced at only \$5.00, with \$4.20 donated to the Avon Breast Cancer Crusade. Each item comes with a free Breast Health Resource Guide that offers early detection guide-



A number of products donate net proceeds to worthy causes.

lines, medical and support resources, a glossary of terms and more.

Domestic Violence

You can show your fashion sense while you raise funds and awareness for domestic violence with the Speak Out Against Domestic Violence Bracelet. The adjustable periwinkle-blue rubber bracelet has a silver tone nameplate engraved with the words "Speak Out." It is priced at \$3.00, with \$2.00 donated to the Avon Foundation Speak Out Against Domestic Violence program, which focuses on education, awareness and prevention programs, as well as support programs for victims. Each bracelet comes with a free domestic violence informational brochure.

For more information, contact your local Avon Sales Representative (or call 800-FOR-AVON to locate one) or visit www.avon.com or www.avonfoundation.org, where you can also access free literature on breast cancer and domestic violence.