



Kristen Clonan, Manager, PR & Communications
212-282-6797 and Kristen.clonan@avon.com

Avon and the Avon Foundation for Women Celebrate \$1 Billion in Contributions Dedicated to Causes that Matter Most to Women

NEW YORK, NY (March 7, 2016) – Today, Avon and the Avon Foundation for Women announced a significant milestone: \$1 billion in contributions dedicated to causes that matter most to women. In honor of International Women’s Day, Avon is recognizing this special achievement at its global headquarters in New York City, and commending the collective efforts of Avon Representatives, Associates, consumers, and supporters who contributed to reaching this goal.

Avon global philanthropy programs, led by the U.S. based Avon Foundation, focus on funding breast cancer research and advancing access to quality care through the [Avon Breast Cancer Crusade](#), and efforts to reduce domestic and gender violence through its [Speak Out Against Domestic Violence](#) program. Funds are raised through cause-related product sales, [AVON 39 The Walk To End Breast Cancer](#) donations, and [Avon Walk Around the World](#) events. To date, the collective Avon efforts have educated nearly 175 million people about breast cancer and domestic violence, and served nearly 30 million people through grants and outreach programs.

“Empowerment is interwoven through the fabric of each of our initiatives. Since Avon’s founding 130 years ago, the company has been breaking barriers and empowering women by offering a path to financial independence and improved health and safety,” says Cheryl Heinonen, president of the Avon Foundation for Women. “Our Avon Representatives and their customers are at the heart of this \$1 billion dollar achievement. Around the world our Representatives have been selling fundraising products and raising critical awareness for these causes that touch the whole of our society and impact our mothers, sisters and friends. On behalf of Avon and the Avon Foundation for Women, we thank them. ”

Despite many areas of progress, breast cancer and domestic violence remain prominent issues impacting women worldwide, with one in eight diagnosed with breast cancer in her lifetime, and one in three impacted by gender violence. Too many women continue to suffer, and too many victims are vividly aware of the pain of abuse. Together, Avon and the Avon Foundation for Women hope to change this-- because even one is too many.

THREE WAYS TO GET INVOLVED AND CELEBRATE AVON’S COMMITMENT TO WOMEN ON INTERNATIONAL WOMEN’S DAY

- **Shop for a Cause: Avon Pink Ribbon and Empowerment Products**
Why not shop guilt-free this March? [Avon Pink Ribbon and Avon Empowerment](#) fundraising products donate a portion of net proceeds to the cause. The latest additions are the [Breast Cancer](#) and Domestic Violence Charm Bracelets, in two different colors, available on Avon.com. The affordable collection features everything from bracelets and candles, to cosmetic bags and necklaces.

- **Register for a 2016 AVON 39 Event**

AVON 39 The Walk to End Breast Cancer takes place in seven cities in 2016. Join us in [Houston](#) (April 23-24), [Washington, D.C.](#) (April 30-May 1), [Chicago](#) (June 4-5), [Boston](#) (July 9-10), [San Francisco](#) (July 23-24), [Santa Barbara](#) (September 10-11), [New York](#) (October 15-16). To register or donate, visit avon39.org.

- **Spread the word**

Become a fan of [@avonfoundation](#) on Facebook and Twitter, and spread the word about this joint accomplishment. Check out the latest story on BeautyforAPurpose.com to learn more about the historical significance of \$1 Billion, or catch up on our new breast cancer blog allforthebreast.org.

Avon and the Avon Foundation for Women

Avon is a global corporate leader in philanthropy focused on causes that matter most to women. Through 2015, Avon and the [Avon Foundation for Women](#) have contributed over \$1 billion in over 50 countries. Avon's funding is focused on breast cancer research and advancing access to quality care through the [Avon Breast Cancer Crusade](#), and efforts to reduce domestic and gender violence through its [Speak Out Against Domestic Violence](#) program. The company's global markets sell special products to raise awareness and funds for breast cancer and domestic violence, conduct hundreds of events for these causes, and educate women around the world through its global army of nearly six million Avon Representatives.