

*Reyna and Judy,
39ers*

EARN YOUR 39

AVON
39 THE WALK TO END
BREAST CANCER

KNOW YOUR RISKS. KNOW YOUR BODY. TALK TO YOUR DOCTOR.

— BENEFITING THE AVON FOUNDATION FOR WOMEN. A 501(C)(3) PUBLIC CHARITY. —

Reebok 
national sponsor



2 DAYS, 39.3 MILES LET'S DO THIS

STEPPING UP TO WALK 39 MILES OVER 2 DAYS REQUIRES A CERTAIN ATTITUDE. YOU HAVE TO BELIEVE IN YOURSELF. COMMIT TO YOUR GOAL OF DOING SOMETHING BIGGER THAN YOU EVER HAVE. AND NEVER LOOK BACK. ONCE YOU SET YOUR MIND TO IT, ANYTHING IS POSSIBLE. THERE'S NO MORE ROOM FOR DOUBT, FEAR OR EXCUSES. YOU'VE GOT THIS. TIME TO [SHOW THE WORLD WHAT A HERO YOU REALLY ARE.](#)

➤ REGISTER NOW

AVON

39

FIERCE IS FOREVER

ARE YOU STRONG ENOUGH TO WALK 39 MILES? DO YOU HAVE WHAT IT TAKES TO FUNDRAISE? IF YOU NEVER TRY, YOU'LL NEVER KNOW. [AVON 39 THROWS DOWN A BIG CHALLENGE](#) AND REWARDS YOU WITH AN EVEN BIGGER SENSE OF ACCOMPLISHMENT. FIND THE TRAINING AND FUNDRAISING TOOLS YOU NEED TO OVERCOME ANY OBSTACLE.

➤ REGISTER NOW

GO THE
DISTANCE

AVON 39 TRAINING BY **Reebok** 

CRUSH YOUR

39



EVEN IF YOU'VE NEVER WALKED VERY FAR, **YOU CAN DO AVON 39.** YES. YOU. CAN. OUR GO THE DISTANCE TRAINING PLANS, CREATED BY REEBOK FITNESS EXPERTS, START SLOWLY AND BUILD YOUR STRENGTH AND CONDITIONING OVER TIME. CHOOSE THE PLAN THAT MATCHES YOUR FITNESS LEVEL, THEN START WALKING.

➤ REGISTER NOW



— TRAIN WITH —

A PRO

THE AVON 39 PEDOMETER APP, POWERED BY RUNTASTIC, IS THE PERFECT TRAINING PARTNER. IT MONITORS YOUR STEPS, DISTANCE, SPEED AND KEEPS YOU MOTIVATED AND ACCOUNTABLE. PLUS YOU CAN ALSO USE IT AS A FUNDRAISING TOOL. JUST POST YOUR PROGRESS ON FACEBOOK OR TWITTER TO INSPIRE FRIENDS AND FAMILY TO DONATE. HOW AWESOME IS THAT?

➤ REGISTER NOW



FAST TRACK FUNDRAISING
SHATTER YOUR
\$1,800 MINIMUM

NEVER ASKED FOR A DONATION BEFORE? NO PROBLEM. WE'LL HELP YOU BECOME A FUNDRAISING POWERHOUSE. OUR FAST TRACK FUNDRAISING SHOWS YOU HOW TO RAISE \$1,800 IN JUST 60 DAYS. WE'VE GOT ONLINE TOOLS TO MAKE REQUESTING DONATIONS EASY. AND YOUR PERSONAL WALKER COACH HAS TONS OF TIPS AND EVENT IDEAS TO SHARE.

➤ REGISTER NOW

39

YOU'VE GOT THE POWER



39'ERS BANDING TOGETHER IN SOLIDARITY HAVE ONE GOAL. TO TAKE BREAST CANCER DOWN. SO MANY SISTERS AND MOTHERS AND FRIENDS HAVE BEEN LOST. WE SEE A WORLD WITHOUT BREAST CANCER FOR OUR DAUGHTERS AND NIECES. AVON 39 IS A FORCE OF CHANGE THAT CAN'T BE STOPPED, AND YOU'RE PART OF IT.

> REGISTER NOW



DAY **1** GETTING STARTED

POWER UP

You'll walk up to 26.2 miles on Day 1 and up to 13.1 miles on Day 2. The distance you walk is totally up to you. Remember, it's not about how far you go. It's about how deep you dig.

BE SUPPORTED

Never fear. Our Volunteer Crew is always here—with regular rest stops, great food, drinks, port-o-potties, and first aid all along the route.

SLEEP WELL

At the end of Day 1, you'll arrive at Wellness Village, your home away from home for the weekend, where you can take a hot shower and enjoy a hard-earned meal. Bond with other 39ers and Crew before hitting the sack in one of our comfortable 2-person tents.

➤ REGISTER NOW

DAY **2** FINISHING STRONG

ALMOST THERE

After a good night's sleep, you'll wake up to a nutritious breakfast and rousing group cheer. Then you'll be off for the final leg of your AVON 39.

YOU CRUSHED IT

You did it. You walked, raised money and saved lives. Now it's time to celebrate. At the Closing Ceremony, you'll come together one last time with other 39ers. You'll see how the money you raised is going to work right away, helping breast cancer patients across the country.



➤ REGISTER NOW

— KNOW THE —

FACTS

A WOMAN LIVING IN THE U.S. HAS A
1 IN 8 CHANCE OF DEVELOPING
BREAST CANCER IN HER LIFETIME.

A NEW CASE OF BREAST CANCER IS
DIAGNOSED EVERY 3 MINUTES.

NO ONE KNOWS
WHAT CAUSES BREAST CANCER
OR HOW IT CAN BE PREVENTED, AND
THERE IS NO KNOWN CURE.

MEN CAN GET BREAST CANCER, TOO.

Visit the Avon Foundation website at avonfoundation.org for more breast cancer information and to learn about the many organizations and programs that will benefit from the funds you raise.

EVENT FAQs

How far do we walk? The full weekend route is 39.3 miles. Most AVON 39ers choose to walk either a marathon-and-a-half (26.2 miles on Day 1 and 13.1 miles on Day 2) or a total marathon over the course of the weekend (13.1 miles on Day 1 and 13.1 miles on Day 2).

What if I can't walk that far? There is no minimum mileage required. The distance you walk is totally up to you, and you can decide at any time. If you ever feel like you'd like to stop, rest assured a support van will be there to pick you up.

How much money do I need to raise? Each AVON 39er is required to raise \$1,800 in order to participate in the event. Your Walker Coach can help you raise that and more. In fact, on average our 39ers raise more than \$2,400. So just take that first step with your Walker Coach and get started!

Where does the money go? By stepping up to the AVON 39 challenge, you're making life better for breast cancer patients in your community and across the nation. Net funds raised will provide direct impact in the area where the event takes place and help make sure that care programs nationwide, as well as national research programs, have adequate resources to make the most progress possible to help obliterate breast cancer.

I don't want to walk by myself. How can I connect with other 39ers? Once you register, your Walker Coach can help connect you with your local Solo Strutters team. You'll also meet plenty of other 39ers by attending a local Training Walk or one of our pre-Walk special events held in Walk cities throughout the country. You'll find information about all of these activities at 39forBC.ORG. You can also form your own team with co-workers, friends or family. Just ask us how.

What is the Wellness Village like? The Wellness Village is one of the best, most unique parts of the AVON 39. It's unlike any camping experience you might have had before. With cozy two-person tents, hot showers, yoga and stretching, mini foot and back massages, and a great dinner and evening program, it's part of the overall AVON 39 experience—and something you just won't want to miss! (You can learn about camping alternatives from your Walker Coach.)

Is there a minimum age requirement for participating? Yes, you must be 16 years of age or older by the end of 2015 in order to walk in the AVON 39.

FEELING FIERCE?

EARN
YOUR

39

REGISTER FOR AVON 39 IN A CITY NEAR YOU!

2015
EVENTS

HOUSTON
Apr 25-26

WASHINGTON DC
May 2-3

BOSTON
May 16-17

CHICAGO
Jun 6-7

SAN FRANCISCO
Jul 11-12

SANTA BARBARA
Sep 12-13

NEW YORK
Oct 17-18

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