

POWER OF  
**39**  
YOU'VE  
GOT THE  
POWER

NOW ALL IT TAKES  
IS THE GUTS

— Tina, 39er

AVON  
**39** THE WALK TO END  
BREAST CANCER

#POWEROF39

KNOW YOUR RISKS. KNOW YOUR BODY. TALK TO YOUR DOCTOR.  
A PROJECT OF THE AVON BREAST CANCER CRUSADE

AVON  
**39** THE WALK TO END  
BREAST CANCER



# YOU GOT THIS

WALKING 39 MILES IS TOUGH. NO DOUBT ABOUT IT. WHETHER YOU WALK 13, 26 - OR ALL 39.3 MILES, YOU'RE TAKING ONE GIANT STEP TO END BREAST CANCER, ONCE AND FOR ALL. WHEN YOU SET ASIDE THE DOUBT, YOU CAN FOCUS ON THE GOAL: **TO END BREAST CANCER.** ONCE YOU SET YOUR MIND TO IT, YOU'LL FIND THE STRENGTH AND DETERMINATION TO DO THIS.

THAT'S THE POWER OF 39

**2 DAYS, 39.3 MILES**

POWER OF  
**39**  
**THE POWER  
IS IN YOU**

AVON  
**39** THE WALK TO END  
BREAST CANCER

ARE YOU THINKING YOU DON'T HAVE WHAT IT TAKES TO WALK 39.3 MILES?  
OR TO ASK FRIENDS, FAMILY AND CO-WORKERS FOR DONATIONS? THE POWER  
IS IN YOU. WE'LL HELP YOU OVERCOME ANY TRAINING AND FUNDRAISING  
CONCERNS. IN FACT, WE'RE HERE FOR YOU EVERY STEP OF THE WAY.



# GO THE DISTANCE

AVON  
**39** THE WALK TO END  
BREAST CANCER

AVON 39 TRAINING BY **Reebok** 

EVEN IF YOU'VE NEVER WALKED THIS FAR - OR ANYTHING LIKE THIS FAR - YOU CAN BE A 39ER IF YOU COMMIT. OUR TRAINING PLANS, CREATED BY REEBOK FITNESS EXPERTS, HELP YOU GO THE DISTANCE. YOU'LL START OUT SLOWLY AND BUILD YOUR STRENGTH AND CONDITIONING OVER TIME. JUST CHOOSE ONE OF OUR TAILORED PLANS THAT MATCHES YOUR FITNESS LEVEL, THEN START WALKING. BEFORE YOU KNOW IT, YOU'LL REALIZE **YOU'VE GOT THIS.**





AVON  
**39** THE WALK TO END  
BREAST CANCER

# TRAIN LIKE A PRO

THE AVON 39 PEDOMETER APP, POWERED BY RUNTASTIC, IS YOUR PERFECT TRAINING PARTNER. IT MONITORS YOUR STEPS, YOUR DISTANCE, YOUR SPEED - EVEN KEEPS YOU MOTIVATED AND ACCOUNTABLE. IT MAKES A GREAT FUNDRAISING TOOL, TOO. JUST POST YOUR PROGRESS ON FACEBOOK OR TWITTER TO INSPIRE FRIENDS AND FAMILY TO DONATE TO YOUR 39.

**CRUSH  
YOUR  
\$1,800  
MINIMUM  
WITH FAST TRACK  
FUNDRAISING**

NEVER ASKED FOR A DONATION BEFORE? WE'LL SHOW YOU THE WAY, AND TURN YOU INTO A FUNDRAISING POWERHOUSE. OUR FAST TRACK FUNDRAISING PROGRAM HAS HELPED THOUSANDS OF 39ERS RAISE \$1,800 IN JUST 60 DAYS. ONLINE TOOLS MAKE REQUESTING DONATIONS EASIER. AND, YOUR PERSONAL WALKER COACH HAS TONS OF TIPS AND EVENT IDEAS TO SHARE WITH YOU.

POWER OF  
**39**

AVON  
**39** THE WALK TO END  
BREAST CANCER

# TAKE BREAST CANCER DOWN

39ERS BANDING TOGETHER IN SOLIDARITY HAVE ONE POWERFUL GOAL: TO CRUSH BREAST CANCER. SO MANY SISTERS AND MOTHERS, FRIENDS AND LOVED ONES HAVE BEEN LOST. AT AVON 39, WE SEE A WORLD WITHOUT BREAST CANCER, STOPPED IN ITS TRACKS ONCE AND FOR ALL. AVON 39 THE WALK TO END BREAST CANCER IS A POWERFUL FORCE FOR CHANGE. NOW, DON'T YOU WANT TO BE A PART OF THAT?



AVON  
**39** THE WALK TO END  
BREAST CANCER



# WHAT TO EXPECT

# DAY 1 GET GOING

AVON  
**39** THE WALK TO END  
BREAST CANCER

## POWER UP

YOU'LL WALK UP TO 26.2 MILES ON DAY 1. 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

ALL ALONG THE WAY, YOU'LL FEEL 100% SUPPORTED. OUR VOLUNTEER CREW IS ALWAYS THERE FOR YOU. DURING THE DAY, YOU'LL EXPERIENCE REGULAR REST STOPS, A NUTRITIOUS LUNCH, SNACKS AND POWER DRINKS.

PORT-O-POTTIES ARE AVAILABLE ALONG THE ROUTE AS WELL AS FIRST AID, IF OR WHEN YOU NEED IT.

## SLEEP WELL

AT THE END OF DAY 1, YOU'LL ARRIVE AT BASECAMP 39, YOUR HOME AWAY FROM HOME FOR THE WEEKEND. IT'S A FULLY SUPPORTED CAMPSITE WHERE YOU CAN ENJOY A HOT SHOWER AND FEAST ON A HOT, DELICIOUS DINNER. YOU'LL BOND WITH OTHER 39ERS BEFORE RETIRING FOR THE NIGHT IN ONE OF OUR COMFORTABLE, TWO-PERSON TENTS.

# DAY 2 FINISH STRONG

## ALMOST THERE

AFTER A GOOD NIGHT'S SLEEP, YOU'LL WAKE UP TO A HEALTHY BREAKFAST AND ROUSING GROUP CHEER. THEN YOU'LL BE OFF FOR THE FINAL LEG OF YOUR AVON 39 - UP TO 13.1 MILES.

## CRUSH IT

WHEN YOU CROSS THE FINISH LINE, YOU'LL BE STRUCK BY THE REALIZATION THAT YOU ACTUALLY CRUSHED IT. YOU WALKED ALL THOSE MILES,

RAISED CRUCIAL FUNDS - AND, MOST IMPORTANTLY, HELPED SAVE LIVES. 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 IN YOUR LOCAL COMMUNITY AND ALL ACROSS THE COUNTRY.

# KNOW THE FACTS

AVON  
**39** THE WALK TO END  
BREAST CANCER

## NO ONE KNOWS

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

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 MIN.

## MEN CAN GET **BREAST CANCER,** TOO.

For more information about breast cancer and to learn about the many organizations and programs that will benefit from the funds you raise, visit the Avon Breast Cancer Crusade webpage at [AVON39.ORG/ABCC](http://AVON39.ORG/ABCC) and [AVON39.ORG/Beneficiaries](http://AVON39.ORG/Beneficiaries).

AVON

# 39 FAQs

---

## **How far do we walk?**

The full weekend route is 39.3 miles. Most 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 39er is required to raise \$1,800 in order to walk 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 local Training Walks or one of our pre-Walk special events held in AVON 39 cities across the country. You'll find information about all of these activities at **39endBC.org**. You can also form your own team with co-workers, friends or family. Just ask us how.

## **What is Basecamp 39 like?**

Basecamp 39 is one of the best, most unique parts of 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, along with a great dinner and evening entertainment, it's part of the overall AVON 39 experience – and something you just won't want to miss!

## **Is there a minimum age requirement for participating?**

Yes, you must be 16 years of age or older by the end of 2016 in order to walk in AVON 39.



# THE POWER IS IN YOU REGISTER TODAY!

REGISTER FOR **AVON 39** IN A CITY NEAR YOU

AVON  
**39**  
2016

**HOUSTON**

Apr 23-24

**WASHINGTON DC**

Apr 30-May 1

**CHICAGO**

Jun 4-5

**BOSTON**

Jul 9-10

**SAN FRANCISCO**

Jul 23-24

**SANTA BARBARA**

Sep 10-11

**NEW YORK**

Oct 15-16

Reebok   
national sponsor