

EVENT GUIDE

APRIL 29-MAY 1

AVON39.ORG

#Powerof39

AVON
39 THE WALK TO END
BREAST CANCER
WASHINGTON DC - 2016

EVERYTHING
YOU NEED TO
KNOW! PLEASE
READ COVER
TO COVER.

YOUR 39 STARTS HERE.



CONGRATULATIONS!

You've come a long way over the past several weeks and months. And your determination has powered you every step of the way. Soon, we'll come together for **AVON 39 Washington DC**, an unforgettable weekend of inspiration, motivation, and accomplishment that you'll never forget.

YOU ARE RESPONSIBLE FOR READING AND UNDERSTANDING THE CONTENT OF THIS GUIDE. IF YOU HAVE ANY QUESTIONS, CONTACT YOUR WALKER COACH, OR YOUR CREW & VOLUNTEER MANAGER.

Your official **AVON 39 Event Guide** includes everything you need to know about your 39 from this moment until you cross the finish line. Read it now, cover to cover. Before the event begins, read it again. We want to be sure you're ready to go!

AVON 39 is The Walk to End Breast Cancer. And you're a part of it. We look forward to seeing you at Event Weekend!

AVON39.org/dc



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AT AVON 39, SAFETY COMES FIRST!



YOUR SAFETY DURING EVENT WEEKEND IS OUR TOP PRIORITY.

Please help to ensure a happy, healthy and SAFE AVON 39 experience for everyone by following these common-sense safety rules. Failure to comply with these policies, or with Staff or Crew safety instructions, may result in removal from the Event.

- You may not possess or be under the influence of alcohol or illegal substances at any time during the Event.
- AVON 39 is a smoke-free event.



- Walk only on the route. No running, bicycles, rollerblades, skates, Segways or scooters.
- Do not bring your pet(s) to AVON 39. We are not equipped to accommodate pets at any point and several of the sites we use throughout the weekend have restrictions. We are also mindful of fellow participants' fears/allergies. We truly love animals and we appreciate

your pet's enthusiasm, but it's necessary that s/he stay home for the weekend.

- Please remember that we often share a bike path with the general public during the Walk. Please walk only on the right side and move over for cyclists and runners to pass when it is narrow.



Headphones/Music - Headphones and portable music devices may not be used while walking.



Cellphones - Along the route, cell phones may only be used in an emergency. However, you're welcome to use your cellphone at Rest/Water Stops and in Basecamp 39.

- Follow all rules of the road, the instructions of local law enforcement and of AVON 39 Staff and Crew.
- Be alert and aware of your surroundings, and watch out for other 39ers and their safety. Look to your left, right, then to your left again before crossing a street or intersection. Be alert for bicycles, roller-bladers, other pedestrians, etc.
- Follow the AVON 39 route markings at all times and stay

on the marked route. In the absence of sidewalks, walk single file as far to the right of the roadway as possible.

- Wear your ID wristband with your Participant number at all times (you'll receive your wristband when you check in at Check-In Friday or in the mail if you completed the Early Check-In process). In case of an emergency, dial 9-1-1. Then call the phone number on your wristband to report the incident.
- Common courtesy applies: Respect the route and Basecamp 39 site; don't move your tent to undesignated areas; use the toilets and facilities provided; don't litter; maintain safe and non-disruptive behavior at all times, including refraining from verbal or physical confrontation or harassment.



YOUR 39 CHECK-LIST



WHAT YOU NEED TO BRING, WHAT YOU DON'T.

PACKING FOR EVENT WEEKEND

- You are allowed one gear bag weighing up to 30 lbs. Backpacks or duffel bags are preferable to suitcases.
- All gear must be inside or securely strapped to your gear bag.
- Please use luggage straps and not bungee cords.
- Anticipate changes in weather and pack clothing that can be layered.
- Pack clothes and sleeping bag in plastic bags, in case of rain.
- Label your belongings with your name and participant number.

WHAT AVON 39 WILL PROVIDE

- Hand soap at sinks in the shower area.
- Shampoo, conditioner, shower gel and body lotion in the shower trucks.
- Hand sanitizer at the Rest Stops and Basecamp 39.
- Cell phone charging station.

WHAT YOU NEED TO BRING

Essentials

- Water bottle with wide mouth for easy filling (not provided - you must bring your own.)
- Photo ID
- Health insurance information

Camping Gear

- Sleeping bag
- Travel pillow
- Pad for tent floor
- Flashlight
- Flashlight batteries
- Battery operated alarm clock
- Plastic bags
- Towel (a pack towel or chamois works best)
- Washcloth

Clothing

- Walking shoes (two pairs properly fitted)
- Comfortable shoes (wear at night)
- T-shirts
- Underwear
- Socks, two pair per day, preferably non-cotton
- Shorts
- Long pants
- Sweatpants
- Gloves
- Sleepwear
- Warm fleece or sweatshirt
- Sweatbands
- Hat
- Waterproof jacket
- Shower shoes

Toiletries

- DON'T FORGET SUNSCREEN!**
- Deodorant
- Razor
- Soap
- Toothbrush and toothpaste
- Glasses/extra contact lenses

Crew Members Only

- Reflective wear (sash/vest/tape)
- Work gloves
- Back support
- Pocket knife (do not pack in carry-on luggage!)

First Aid

- Any required prescription medications
- Sunscreen
- Antacid
- Band-Aids
- Insect repellent
- Lip balm with sunscreen
- Pain reliever

Miscellaneous

- Sunglasses
- Earplugs
- Watch
- Money and credit cards
- Camera
- Journal and pens
- Fanny pack

My 39

-
-
-

Note: Please leave all valuables at home!



NEED SOME NEW PINK GEAR BEFORE WALK WEEKEND?

Gear up at the new AVON SHOP 39 Powered by Reebok!

Visit www.reebok.com/us/avon39 for great AVON 39 gear before the event. Remember, a portion of all product sales will be donated in support of AVON 39 cancer care and research.

EVENT LOCATIONS

AVON 39 WASHINGTON DC



MISSION CONTROL

HOST HOTEL:

THE JW MARRIOTT

1331 Pennsylvania Avenue NW
Washington, DC 20004
(202) 393-2000

CHECK-IN FRIDAY & HOST HOTEL:

Friday April 29, 2016

Between 3:00pm - 7:00pm

The JW Marriott
1331 Pennsylvania Avenue NW
Washington, DC 20004

Prep for a life-changing weekend.

OPENING CEREMONY:

Saturday April 30, 2016

Ceremony starts at 6:30am

The Washington Monument
Constitution Avenue & 15th Street NW
Washington, DC 20004

Bright and early to crush your 39.

BASECAMP 39:

Saturday April 30, 2016

Primetime 39 starts at 6:00pm

Meadowbrook Park
7901 Meadowbrook Lane
Chevy Chase, MD 20815

Home is where the heart is.

FINISH FESTIVAL

AND CLOSING CEREMONY:

Sunday May 1, 2016

Our Iconic Closing Ceremony starts at 2:00pm

The Washington Monument
Constitution Avenue & 15th Street NW
Washington, DC 20004

Come one, come all.

LOOKING FOR INFO ON PARKING AND TRANSPORTATION?

Check out the resources at:

AVON39.org/dctransport

TAKE PHOTOS, GET CONNECTED, INSPIRE OTHERS!

REMEMBER TO TAG YOUR PIGS WITH #POWEROF39



Join our official AVON 39 The Walk to End Breast Cancer Group on Facebook! It's a great way to connect with fellow 39ers and Crew while sharing ideas and photos - and receive the latest updates from the Walk. Connect with others throughout Event Weekend by sending updates, posting your favorite photos and sharing special messages on your social networks and ours! Be sure to use #powerof39 in your posts!

JOIN OUR FACEBOOK GROUP!

For more information, visit facebook.com/avon39.

FOLLOW US ON INSTAGRAM!

For more information, visit @avon39 on Instagram.

FOLLOW US ON TWITTER!

For more information, visit twitter.com/avon39walk.



CHECK-IN FRIDAY: FRIDAY, APRIL 29, 2016



CHECK-IN FRIDAY IS THE KICK-OFF TO EVENT WEEKEND.



PARTICIPANTS WHO HAVE NOT COMPLETED EARLY CHECK-IN MUST ATTEND CHECK-IN FRIDAY.

What to bring to Check-In Friday:

- A printout of your current donation total as listed on your "My AVON 39" personal page.
- Any additional donations with a completed coupon for each donation. Note: We accept checks and credit card donations - **no cash is accepted.**
- Photo identification.
- Credit card (You must provide a valid credit card if you plan to take advantage of our Fundraising Commitment Pledge option. Details below).

CHECK-IN FRIDAY SCHEDULE

3:00pm

CHECK-IN FRIDAY OPENS

Walkers and Crew may begin the Check-In process located in the **Grand Ballroom** on the 4th floor of the JW Marriott

4:00pm

Crew members who have not completed Early Check-In should arrive by 4:00pm to check in before the All-Crew and Crew Team Leader meetings in **Salons F & G**

5:00pm

MANDATORY All-Crew meeting in **Salons F & G**

7:00pm

CHECK-IN FRIDAY CLOSES

FUNDRAISING COMMITMENT PLEDGE

The Fundraising Commitment Pledge (FCP) option is available to those 39ers who have not yet reached the \$1,800 fundraising requirement, but who still wish to walk in the event.

In order to take advantage of this option, you must bring a valid Visa, MasterCard, Discover, or American Express to Check-In Friday.

YOU WILL HAVE UP TO 60 DAYS TO REACH YOUR FUNDRAISING MINIMUM BEFORE YOUR CREDIT CARD IS CHARGED.

NOTE: If you have an outstanding Fundraising Commitment Pledge from a previous year's AVON 39 event, you are not eligible to enter into an additional FCP commitment with us. You may not have multiple FCPs open at the same time.

CHECK-IN FRIDAY: FRIDAY, APRIL 29, 2016



WHAT YOU'LL SEE AT CHECK-IN FRIDAY.

AVON SHOP 39

POWERED BY Reebok

AVON SHOP 39!

Reebok is a proud sponsor of AVON 39 The Walk to End Breast Cancer and will donate a minimum of \$300,000 up to \$750,000 through Pink Ribbon product sales. Here's your chance to gear up and show the world the hero you really are with official AVON 39 Reebok event gear! A portion of all product sales (including items sold during Check-In Friday, at Basecamp 39 and online) will be donated to AVON 39.

Can't wait until Check-In Friday?

Visit www.reebok.com/us/avon39 to shop this amazing collection.

The Bib Table

Stop by and fill out a special AVON 39 bib that you can wear all weekend to let people know who you're dedicating your 39 to!



Picture Perfect!

Our volunteers will be on hand to take a fun shot of you or your team in front of the "Let the AVON 39 Begin" photo banner. Have your camera ready and capture this special moment! Post to Facebook and Instagram with the tag #powerof39.

Registration Station

Register for any 2017 AVON 39 Walk and receive a limited edition long-sleeve shirt available only to on-event registrants! Visit the Registration Station to continue your commitment and start your 2017 AVON 39 journey. Bring a photo ID, and a valid credit card or check for payment. We do not accept cash. **This will be the lowest registration fee of 2017.**

Selling Fundraising Merchandise?

Registered participants may enter a lottery for a time slot and designated selling station at Check-In Friday to sell fundraising items in support of their AVON 39 fundraising efforts. The lottery will be held at 2:00pm.

For more information and guidelines, please contact your walker coach. No other selling will be permitted on-site or at any other time during AVON 39 Event Weekend.

Completed Early Check-In?

39ers who have already completed the Early Check-In process (and have received their AVON 39 wristband and luggage tag in the mail) are still encouraged to attend Check-In Friday to join in the festivities. If you are holding additional donations or need a replacement luggage tag or wristband, please go to the Early Check-In Help Desk at Check-In Friday.

Crew who have completed the Early Check-In process

(and have received their AVON 39 wristband and luggage tag in the mail) **must still attend Check-In Friday**, due to the **mandatory All-Crew meeting at 5:00pm.**

Crew members who did not complete Early Check-In should arrive no later than 4:00pm on Check-In Friday to check in and to receive their materials prior to the All-Crew Meeting at Check-In Friday.



OVER-PERFORMANCE REWARDS

AVON
39

YOU DESERVE TO BE RECOGNIZED FOR YOUR FUNDRAISING ACHIEVEMENTS!



- Raise \$2,200 and earn a special AVON 39 cap.



- Raise \$3,600 and receive an exclusive AVON 39 long-sleeve performance shirt.



- Hit the \$5,000 mark and earn a limited edition AVON 39 duffel bag.



- Raise \$7,500 and receive a gift certificate to customize your very own Reebok sneakers!



If you are eligible to receive one of our over-performance fundraising reward items (but have not yet received it in the mail), please stop by our Fundraising Rewards table at Check-In Friday or at the Basecamp 39 Appreciation Tent to pick up your well-deserved prize.

All fundraising reward items are courtesy of National Sponsor, Reebok.

For more information, check out:
AVON39.org/fundraisingrewards

OPENING CEREMONY DAY 1: SATURDAY, APRIL 30, 2016

AVON
39

LEAVE YOUR GEAR WITH US AND KICK OFF YOUR 39!



YOUR 39 OFFICIALLY BEGINS AT THE OPENING CEREMONY.

For 39ers, the Opening Ceremony is the pay-off for your hard work and dedication. It's the first time we'll all come together to celebrate our efforts toward crushing breast cancer – and kick off what is sure to be the most powerful and inspiring weekend of your life.

IMPORTANT!

Bring all your weekend gear with you to the Opening Ceremony. We will transport it to Basecamp 39 for you.

Remember to attach your **AVON 39 luggage tag** to your gear before dropping it at your designated gear truck.

Please be sure to limit your gear to 30 lbs. or less and don't forget to bring your personal refillable water bottle (personal water bottles will not be provided).





SATURDAY SCHEDULE

4:00-5:45am

Complimentary shuttle buses from the JW Marriott to the Opening Ceremony site. (Don't be late!)

4:30-6:00am

Walker arrivals at Opening Ceremony

6:30am

Opening Ceremony begins

7:00am

AVON 39 The Walk to End Breast Cancer kicks off!

12:00pm

Basecamp 39 opens

2:00-7:00pm

Yoga classes begin on the hour at the outdoor stage

3:45pm - NEW!

Basecamp 39: Live entertainment at the outdoor stage

4:00-9:30pm

Basecamp 39: Dinner available (participants only; visitors may bring a picnic dinner)

4:00-8:00pm

Non-camping shuttles to the JW Marriott begin at 4:00pm and continue on a rolling basis*

6:00pm - NEW!

NEW THIS YEAR! Primetime 39 begins at the Main Stage

7:30pm

Day 1 Route closes

7:30-8:00pm

Meet Your Walker Coach inside Lounge 39

8:00pm

Basecamp 39 closes to visitors

9:30pm

Showers close, dinner ends, participant services close

10:00pm

Lights out!

**THIS YEAR,
THE WASHINGTON DC
GIRL AND BOY SCOUTS
WILL HELP PUT UP
AND TAKE DOWN YOUR
SLEEPING TENTS!**

* The shuttle bus wristband for non-campers can be purchased at Basecamp 39 for \$20. **Credit card or check only - no cash, please.**

Shuttle Bus wristbands will NOT be sold on Sunday morning.

For more information, check out AVON39.org/dc-shuttle

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

ALONG THE ROUTE

Rest Stops or Water Stops will be located approximately every 2-3 miles along the route. "Sweep Vehicles" or buses will transport 39ers who are behind pace to the next Rest Stop or to Basecamp 39. Please cooperate with any AVON 39 Staff or Crew members who ask you to get aboard a vehicle or bus for transfer.

Pacing your walk is important to ensure that you get to each Rest Stop or Water Stop before its closing time, and off the route before route closing time. To complete the full route on Saturday, you will need to maintain a walking pace of at least 3.2 miles per hour.

Please note the following Rest Stop Closing and Leave-By Times to help pace your walk listed on the next section.

Pick Your Favorite Stop - NEW THIS YEAR!

Our volunteer Crew work all weekend long to support you, our inspiring Walkers! These dedicated women and men are family members, friends and breast cancer survivors - all members of your community! You'll see them all over DC during Walk Weekend. Did you know that Crew teams are responsible for manning and decorating our Rest Stops and Water Stops along the route? Show your support for our dedicated Crew and their amazing themes on Saturday by helping us crown the 39er pick for Stop of the Year. You will be able to vote for your favorites, and the winning Crew team will be announced during **Primetime 39** on Saturday evening! Don't forget to tag your favorite Crew Team's photos with #powerof39!

REST STOP CLOSING & LEAVE-BY TIMES

Route Stop	Mile	26.2 Mile Leave-By Time	13.1 Mile Leave-By Time
Rest Stop 1	1.8	8:00am	8:45am
Water Stop A	4.8	8:55am	9:45am
Rest Stop 2	8.0	9:50am	10:45am
Water Stop B	9.6	11:00am	11:45am
Rest Stop 3	11.2	11:45am	12:45pm
Lunch	13.1	1:45pm	3:00pm

Walkers walking past this point should leave by 1:45 pm. The Lunch Stop is also the half-marathon finish line.

Water Stop C	15.4	2:45pm	1:45pm
Rest Stop 4	17.8	3:45pm	N/A
Water Stop D	20.4	4:45pm	N/A
Rest Stop 5	23.0	5:45pm	N/A
Water Stop E	25.0	6:45pm	N/A



SO MUCH IS NEW THIS YEAR: WE KNOW YOU'RE GONNA LOVE IT!



**There's no place like
Basecamp 39 - your home
away from home.**

The fun doesn't stop when you enter our overnight campsite. Kick off your shoes in front of our new outdoor stage and let us bring the music to your ears. Treat yourself to a massage and a shopping spree at the brand new AVON SHOP 39 Powered by Reebok. Enjoy dinner with your friends and family*. High five a Youth Crew member before Primetime 39, our NEW nighttime show that will help bring the meaning to our mission. And, we'll announce the first grant of the weekend - sure to be inspiring!

**Whether you're a new
or returning 39er, you
won't want to miss the
NEW Primetime 39 show,
starting at 6:00pm.**

* Dinner will be provided to all Walkers and Crew. Friends and family are welcome to bring their own food to picnic.

ENTERTAINMENT SCHEDULE



BASECAMP

3:45-5:45pm

Odell Fox

Odell Fox is an acoustic Americana band with a distinct style of folk, bluegrass, and soul. Jenner Snow Fox, Raph Odell Shapiro, and Lauren Tronick pair whimsical lyrics with hair-raising instrumental and vocal blend.

6:00-6:45pm

Primetime 39

6:45-8:00pm

Odell Fox

7:00-8:00pm

Meet Your Walker Coach

FINISH FESTIVAL

12:00-2:00pm

Odell Fox

2:00-2:30pm

Closing Ceremonies



SUNDAY, MAY 1, 2016

AVON
39

DAY 2 FINISH FESTIVAL & CLOSING CEREMONY



Put the exclamation point on your weekend at the **Finish Festival and Closing Ceremony**, where you will enjoy live afternoon entertainment and delicious snacks and food from local food trucks! We'll top it off with our inspiring Closing Ceremony, where we'll reveal how your fundraising dollars will be put to work immediately through major local and national grants going to AVON 39 breast cancer beneficiaries.

FRIENDS AND FAMILY

Those wishing to greet their loved ones and experience the Closing Ceremony should plan to arrive no later than 1:30pm Sunday. Please allow time to park.

SUNDAY SCHEDULE

5:00-6:30am

Non-Camping Shuttles from the JW Marriott to Basecamp 39 at Meadowbrook Park

5:30-7:30am

Basecamp 39 opens

7:30am

Day 2 Route opens!

7:45am

Basecamp 39 closes; all participants must be on the route

12:00pm

Finish Festival & Closing Ceremony: Lunch available to 39ers.
(Visitors can bring a picnic).

1:45pm

Crew meeting in the Finisher Zone
Participants line-up for Closing Ceremony procession

2:00pm

Day 2 Route closes

2:00pm

Closing Ceremony begins - don't miss it!

3:00pm

Finish Festival & Closing Ceremony ends

Wristbands will NOT be sold Sunday morning

AVON 39 MENU



ACCOMPANYING IS AN OVERVIEW OF THE KINDS OF FOOD WE'LL HAVE AVAILABLE THROUGHOUT THE WEEKEND. SUBSTITUTIONS MAY BE MADE AS NECESSARY. IF YOU HAVE A SPECIAL MEAL NEED OR A SEVERE FOOD ALLERGY, PLEASE CONTACT YOUR WALKER COACH TO MAKE NECESSARY ARRANGEMENTS.



LUNCH - SATURDAY & SUNDAY

- Deli meat sandwiches with cheese
- Veggie sandwiches available (vegetarians only)
- Carrots
- Assorted chips, cookies and fruit



DINNER - SATURDAY

- Pasta with meatballs and marinara sauce
- Grilled chicken with couscous
- Quinoa with vegetables (vegetarians only)
- Rolls with butter
- Vegetable medley
- Garden salad
- Ice cream cups with warm peach strudel



BREAKFAST - SUNDAY

- Scrambled eggs
- Breakfast hash with sausages
- Oatmeal
- Single servings of dry cereal with milk
- Muffins
- Mixed fruit

SATURDAY AND SUNDAY SNACKS

You'll enjoy assorted snacks at Rest Stops along the route including bagels, oranges, bananas, granola bars, pretzels, sunflower seeds, cookies, snack mix, trail mix, raisins, fruit bars, and more. Please note that not all snacks are available at all stops. Feel free to bring your own energy bars or snack favorites if you like. You'll need to refill your water bottle with water and/or sports drink at every Rest Stop.

TELL YOUR FRIENDS AND FAMILY TO STRUT THEIR STUFF!



Walking 39 miles is tough - and one of the greatest motivations is the supporters cheering you along way. Encourage your friends and family (everyone you know!) to join us during Event Weekend at one of our dedicated cheering stations.



For more information on the 2016 Washington DC Cheering Station schedule, check out AVON39.org/dccheer Please share this list with your friends and family! Their participation will inspire you and everyone else, and it's an amazing way to involve them in your 39.



THANK YOU AND GOOD LUCK!



CRUSHING BREAST CANCER, TOGETHER!

AVON 39 SPONSORS

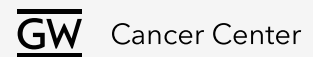
We are enormously grateful for the support of our AVON 39 sponsors in their commitment to the fight against breast cancer. Through their generosity, we are able to further support leading breast cancer education, access-to-care, and research organizations in Washington DC and across the United States.



NATIONAL SPONSOR



OFFICIAL SPONSOR



MEDICAL SPONSOR



COFFEE SPONSOR

SUPPORTING SPONSORS:

CAPITOL PARTY RENTAL

RONALD REAGAN BUILDING

ALEXANDRIA ROUNDHOUSE MANAGEMENT

For more information on AVON 39 sponsors, check out AVON39.org/washington-dc/sponsors