

PRESS RELEASE

MANITOBAN RESIDENT OFFERS A HELPING HAND TO AN ORGANIZATION THAT DOES THE SAME

Montreal (Quebec), February 25, 2010 – When Debbie Navitka first decided to participate in Avon’s Paint it Pink initiative, she had no idea that a simple photo of her hand would bring much-needed funds to a local organization that eases the burdens of breast cancer patients.

Paint it Pink was Avon’s nationwide breast cancer awareness campaign – whereby participants were invited to send a message of hope and share expressions of pink via photos uploaded to Avon’s Paint it Pink website www.paintitpinkcanada.com

Navitka took a photo of her hand with fingernails painted pink. It was a simple photo but it was significant as she was recommending that the Helping Hands for Manitobans with Breast Cancer Organization be considered for funding.

The non-profit organization is entirely run by volunteers. It provides grants to those in need to help pay for transportation, accommodations, child-care costs and other treatment-related expenses.

Navitka heard about Helping Hands through a friend who is a board member for the organization. Says Navitka, “Helping Hands is a unique organization because it helps people who, in addition to being diagnosed with breast cancer and going through a terribly difficult time, are also burdened with financial problems and have nowhere to turn. Any funds that this organization receives, goes back to those that need it most.”

Navitka knows firsthand the heartache that comes with a cancer diagnosis. Her sister-in-law was diagnosed with breast cancer in 1995, the same year that Navitka’s husband was diagnosed with cancer. Sadly, he passed away in 2004 on his 50th birthday. Her sister-in-law has been cancer-free for 10 years.

Navitka’s simple yet symbolic photo prompted Avon Canada to award \$15,000 to the Helping Hands organization. A cheque presentation recently took place on February 24th, 2010.

Avon Breast Cancer Crusade

To date, Avon Canada has raised and donated over \$16 million dollars to breast cancer, making Avon the largest corporate contributor to breast cancer research in the country. Internationally, the Avon Breast Cancer Crusade has raised and awarded over \$600 million in 50 countries for awareness and education; screening and diagnosis; access to treatment; support services; and scientific research.

About Avon

Avon is the world's largest direct seller, marketing to women in more than 100 countries through 5.5 million independent Avon Sales Representatives. Avon's product line includes beauty products, fashion jewelry and apparel, and features such well-recognized brand names as Avon Color, Anew, Skin-So-Soft, Advance Techniques, Avon Naturals, and Mark. Learn more about Avon and its products at www.avon.ca.

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