

Avon cares not only about women's beauty and self-fulfillment, but also about their self-confidence and health. The Breast Cancer Crusade project has been initiating preventive activities in the Czech Republic for 17 years.

The sale of items with the Symbolic pink ribbon has allowed Avon to donate more than 76 million crowns from the Avon Breast Cancer Crusade account. Thanks to the generosity of our customers and independent Avon representatives who sell the symbols without claiming any commission, we have given a sea of hope to ill women and significantly helped raising awareness about breast cancer.

Funds raised in the sale of T-shirts go to the Avon Breast Cancer Crusade account, which is used for sponsoring research, a free helpline and the project Women for Women that makes breast screening more accessible.



Crusade Necklace and other symbols can be bought at www.zdravaprsa.cz



A fashionable, one-size-fits-all women's tunic designed by Taťána Kovaříková. Can be worn in four different ways.

Men's version: a grey polo shirt. Sizes M/L, XL.

The t-shirts are available from your Avon Lady, at www.zdravaprsa.cz, the TATIANA Boutique in Dušní Street 1, Home&Cook stores, selected SCAN quilt stores, Holmes Place sports clubs, urbanlux.cz, Crocs stores OC Chodov and CČM, zoot.cz and at Žluté Lázně.

The T-shirt Against Breast Cancer 2013 is a ticket to the event. Admission to Žluté Lázně is with the T-shirt only. Children under 12 years accompanied by an adult have free admission.

Specialized partner:



General partner:



General media partner:



Media partners:



Partners:



THE ONLY T-SHIRT THAT PROTECTS BREASTS

PUT IT ON AND JOIN US FOR THE AVON WALK AGAINST BREAST CANCER ON 8TH JUNE

Leaving at 12 noon from the Old Town Square towards Žluté Lázně.

Performances by Gipsy.cz, David Deyl and Monika Absolonová, Tonya Graves, MIG 21.



www.zdravaprsa.cz Avon Pochod

FSC CZ 9226550

CANCER AND HOPE?

Breast cancer is number one among malignant tumor diseases in women, with one in eight women becoming ill. In 2012, almost 7,000 women got breast cancer in the Czech Republic. In cases where the tumor was detected within preventative mammography, 71 % were detected in early stages when full recovery is very likely. Thanks to the early mammography detection of tumors in women experiencing no problems, over 10,000 women have been literally saved since 2002, and breast cancer mortality has decreased.

Early detection is the best cure and HOPE for breast cancer patients. Breast cancer is not a HOPELESS disease. It is not true that a tumor equals death, as some women believe. Prevention provides HOPE that the disease will be discovered in an early stage. HOPE for full recovery, HOPE for a breast-saving treatment, HOPE for a treatment with no chemotherapy. With the help of Avon, we have been providing this HOPE for women through organized screening for ten years.

MUDr. Mirka Skovajsová, PhD.

A full interview with the co-founder of a breast cancer screening program in the CR can be found at www.zdravaprsa.cz.

AVON WALK AGAINST BREAST CANCER IN PRAGUE

This is the 13th year of the exceptional even that takes place in more than 50 countries. People around the world express their support and give hope to ill women.

START: at 12 noon, Old Town Square, Prague 1. A program hosted by Honza Kovařík starts at 10 am, with a performance by Gipsy.cz.

The 5-km route leads around the Estates Theatre, past Příkopy to the National Theatre, continuing around Mánes to the river and to Žluté Lázně. It is manageable for families with prams, and your pets are also welcome.

DESTINATION: The Žluté Lázně compound will open at 1 pm, with performances by Tonya Graves, Monika Absolonová, David Deyl and MIG 21. You can also enjoy a kids' corner, beauty news and refreshments.

Partner of the event, Hard Rock Café at 3 Malé Square invites all participants to the AVON Walk After Party, which will be held from 7 pm.

A BALLOON IS A BEAUTIFUL AND A BIT PRECARIOUS THING. JUST LIKE HOPE, WHICH IS EMBLEMATIC AND ESSENTIAL FOR THE AVON WALK.

It is no overstatement to say that the moment when thousands of pink balloons rise to the sky at the destination is the highlight of the event. The balloons not only commemorate those who are no longer here to experience this moment but, in particular, express hope for a life free of despair that so often accompanies an illness. Every participant helps make this experience unique.

Thank you!

