

Tulips planted to raise awareness in Caledon

Avon representatives toe to plant pink tulip bulbs in public gardens across the region in Caledon Oct. 21, and



Planting tulips at Caledon Village Place recently were (front row, l to r) children of Avon, Lisa Markoff and Sara Gerber, (back row, l to r) independent sales reps Monica Spencer and Cheryl Gerber, district sales manager Susan Maik, and independent sales rep Dana Markoff. Avon is the largest corporate contributor to breast cancer research in Canada and the world. The tulip symbolizes life, charity and hope.

In a salute to all Canadians who have joined the fight against breast cancer, this nation-wide effort saw 140,000 pink tulips planted in hundreds of neighbourhoods across Canada during National Breast Cancer Awareness Month. This Tulip Tribute is part of Avon Canada's Breast Cancer Crusade, the charitable arm of Canada's beloved beauty brand.

In Caledon, representatives were at Caledon Village Place and Maple Grove Seniors' Centre.

Avon Canada is Canada's leading corporate contributor to the cause having raised more than \$12.5 million for breast cancer research since its inception in 1992.

There were more than 100 cities across Canada participating in the Tulip Tribute. The 140,000 pink tulip bulbs collectively represented one tulip for every woman who will be diagnosed with breast cancer in 2006. One for every woman lost to breast cancer since the Avon Crusade started 14 years ago and one for every Avon sales representative across Canada.

The first Avon Breast Cancer Crusade Tulip Tribute was just one way that Avon remembers those whose lives have been touched by the disease and helps fight for a breast cancer-free future. In the past 13 years, Avon sales representatives have voluntarily sold special

products and helped the crusade raise more than \$12.5 million for breast cancer research. Direct results from these funds include a groundbreaking study that found women who increase their daily level of physical activity can reduce their risk of breast cancer by 40 per cent.

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