



IN CASE YOU MISSED IT...

U.S. Department of State and Avon Foundation Announce Public-Private Partnership

Under Secretary of State for Public Diplomacy and Public Affairs James K. Glassman and Assistant Secretary of State for Educational and Cultural Affairs Goli Ameri, together with the Avon Foundation, convened the 2008 Breast Cancer Global Congress today.

October 15, 2008

George C. Marshall Center, State Department, Washington, D.C.

A Call to Action

- Today, the Avon Foundation and State Department assembled a global network of physicians, ministry of health representatives, policy makers, breast cancer experts, clinicians, researchers, and advocacy groups to address and find solutions to the worldwide challenge of breast cancer.
- **Under Secretary Glassman, State Department:** “This public-private partnership between the State Department and the Avon Foundation shows how the public and private sectors can unite to address the challenges that all nations face, such as breast cancer. We hope...new networks and relationships will be established...to examine the global burden of breast cancer from new perspectives.”
- **Liz Smith, President, Avon Products:** “United we can foster the kind of collaboration and cooperation that will accelerate global efforts to end breast cancer. It is at forums like this, by sharing our collective ideas, forming new friendships and partnerships and developing innovative solutions that we will help improve the lives of women everywhere. And ultimately, we will eradicate breast cancer.” – Opening Reception, October 14, 2008

A Public-Private Partnership Based on Shared Vision

- **Ms. Carol Kurzig, Executive Director, Avon Foundation:** “With continued involvement in Department of State programs, I am confident we will continue to bring new energy, ideas, and resources to advance the global fight against breast cancer.”
- **Assistant Secretary Ameri, State Department:** “By combining private sector support and expertise with a successful government public diplomacy program, this partnership will magnify the impact of existing State Department exchange programs and the global philanthropic work of the Avon Foundation.”

Sharing Ideas Among Experts, Advocates and Survivors

- Speakers addressed an array of issues, including recent developments and future technologies in screening and early detection, awareness and education, and cancer control strategies, with a focus on decreasing mortality from breast cancer in low and middle income countries.
- **Marc Hurlbert, PhD, Director, Avon Breast Cancer Crusade:** “A key outcome of the gathering was expanding important dialogues about finding breast cancers early when they are more treatable and addressing stigmas and myths about breast health and disease.”
- Expert speakers included:
 - **Wendie Berg**, M.D., Ph.D., F.A.C.R., Johns Hopkins;
 - **Paul Goss**, M.D., Ph.D., Massachusetts General Hospital Cancer Center;
 - **Joe Harford**, Ph.D., National Cancer Institute; and
 - **Richard R. Love**, M.D., The International Breast Cancer Foundation & Professor at The Ohio State University & NCI Senior Investigator.
- Congress participants included individuals taking part in a State Department-sponsored International Visitor Leadership Program (IVLP) on breast cancer, representatives of Avon-funded breast cancer organizations worldwide, and Avon associates who lead the Avon Breast Cancer Crusade in their homelands.

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The Avon Foundation

The Avon Foundation is a public charity founded in 1955, and today is a leader in the fight against breast cancer, awarding funds for breast cancer education and awareness; screening and diagnosis; access to treatment; support services; and medical research. Avon Products, Inc. is the largest corporate supporter of the breast cancer cause. Since the launch of the groundbreaking Avon Breast Cancer Crusade in 1992, Avon and the Avon Foundation have together mobilized hundreds of thousands of people and raised and awarded \$585 million in more than 50 countries worldwide.

International Visitor Leadership Program

The Bureau of Educational and Cultural Affairs funds and administers the International Visitor Leadership Program (IVLP). Participants are established or potential foreign opinion makers in government, public policy, media, education, labor, the arts, and other key fields. International Visitors come to the United States to meet with their professional counterparts and to gain an appreciation of the ethnic, cultural, political, and socio-economic diversity of the U.S. In 2007, over 4,000 International Visitors participated in IVLP. In Washington, DC, those International Visitors participating in the breast cancer program will meet with public health and legislative officials before traveling to other parts of the country. Groups will travel to Austin, Charlotte, Chicago, Dallas, Detroit, Dearborn, Houston, Los Angeles, New York City, Pittsburgh, San Francisco, Seattle and Tampa, where they will visit medical centers, hospitals, and public health departments, and participate in outreach events including the Avon Walk for Breast Cancer in Charlotte and the Susan G. Komen Race for the Cure in Tampa. See www.exchanges.state.gov for additional information.