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Contacts: Angela Perera
WalkingSpree.com
angela@walkingspree.com
403-680-3696

Susan Arnot Heaney/Liz Bonofiglio
Avon Foundation
susan.heaney@avonfoundation.org/212-282-5668
Elizabeth.bonofiglio@avonfoundation.org/212-282-5666

WalkingSpree.com contributes to Avon Walk for Breast Cancer with USB Pocket Pedometers and online support

Training to Walk 39 miles in a weekend just got easier

(New York, NY) April 02, 2007 – WalkingSpree.com, announced today that it will serve as a multi-city local sponsor for the Avon Walk for Breast Cancer in all of the eight cities across the country to raise money for access to care and finding a cure for breast cancer. Each Avon Walk event takes place over a weekend, and the route offers women and men the option of walking twenty-six or thirty-nine miles over Saturday and Sunday.

Angela Perera, Vice President and Director of WalkingSpree said “WalkingSpree.com is pleased to support the Avon Walk for Breast Cancer. Breast cancer is a major challenge for all of us with more than 200,000 new cases each year in North America. It impacts the people living with the disease, their families, friends and loved ones. We are glad to assist with our products and services to help those who are raising funds to fight this disease. We will actively promote the Avon Walk for Breast Cancer in our website and within our online community to encourage our members and guests alike to participate in this worthy cause.”

WalkingSpree is donating over \$20,000 in value by offering 140 USB Pocket Pedometers and online support to Avon Walk for Breast Cancer to be distributed among the eight cities as a training tool for walkers and raffled as prizes to encourage walkers to register. The web-connected USB pedometers will allow the walkers to track online their training regimen as they prepare to walk the physically demanding weekend long, 39 mile route of the Avon Walk of their choice. WalkingSpree.com will serve as a tool to further connect the walkers with fellow Avon Walking Buddies as well as Walking Clubs and WalkingSpree community to encourage and motivate the walkers on training and fund raising activities. Walkers will also have the

option to monitor their daily nutritional intake and have access to online fitness and nutritional coaches.

“We are delighted to accept the enthusiastic support of WalkingSpree.com to help increase participation and raise funds for the Avon Walk for Breast Cancer,” stated Carol Kurzig, Executive Director, Avon Foundation. “The USB pedometers will also contribute to the camaraderie of the event. WalkingSpree.com’s USB pedometer and their online program is a great tool for our walkers to help them prepare for their Avon Walk.”

Schedule for the 2007 Avon Walk for Breast Cancer series

Washington, D.C. May 5-6
Boston May 19-20
Chicago June 2-3
Denver June 23-24
San Francisco July 7-8
Los Angeles September 15-16
New York October 6-7
Charlotte October 20-21

About the Avon Walk For Breast Cancer

The Avon Walk for Breast Cancer series is a project of the Avon Foundation, a 501(c)(3) public charity founded in 1955. The Foundation manages and disburses the net proceeds from the Avon Walks to support access to care and finding a cure for breast cancer nationwide, with funds awarded for awareness and education; screening and diagnosis; access to treatment; support services; and scientific research. Beneficiaries range from leading cancer centers to community-based nonprofit breast health programs, with a focus on reaching the medically underserved. From 1992 through 2006, the Avon Breast Cancer Crusade has raised and awarded more than \$450 million in 50 countries worldwide. Funds are raised through a wide variety of special events, product sales, walks, runs, concerts and other initiatives in the US and around the world in addition to the Avon Walk series.

About WalkingSpree.com

WalkingSpree.com delivers an effective, economical, fully participative and fun wellness program. WalkingSpree.com developed its wellness program on the proven concept that walking with personalized targets will help an individual improve his/her health profile. An essential component of the program is the highly accurate Omron HJ-720IT USB Pocket Pedometer with web connection. WalkingSpree has developed a web-based interface for activity, food consumption and body tracking to deliver a dynamic online wellness program utilizing the new Web 2.0 technology platform. Secured access to the website offers members the ability to view activities, calories burned and calories/nutrition consumed by day, week, month or year at a single glance. Member community support is encouraged with Walking Buddies, Walking Clubs, blogging and forums. Online coaching by experienced accredited fitness and nutritional coaches adds a new dimension to the WalkingSpree.com service. WalkingSpree.com offers customized wellness packages and private website portals to corporations to promote wellness in the workplace. For more information, see www.walkingspree.com.