



AVON 39 EVENT GUIDE

HOUSTON: APRIL 25-26, 2015

It's almost here — your AVON 39 The Weekend to End Breast Cancer Houston! Are you ready?

Whether a novice or veteran 39er, its time to prepare and to plan for an awesome journey. Do so with this 2015 Event Guide.

For more information, visit: [AVON 39 Houston](#) or [AVON 39 Home](#) or [PRINT AVON 39 EVENT GUIDE](#)

Your Road to AVON 39

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Event Location & Directions

Check-In Friday & Host Hotel

Westin Memorial City
945 North Gessner Road
Houston, TX 77024
[CLICK HERE FOR A MAP](#)

Opening Ceremony Site

Stude Park
1031 Stude Street
Houston, TX 77007
[CLICK HERE FOR A MAP](#)

Basecamp 39 Site

Rice University
6100 Main Street
Houston, TX 77005
[CLICK HERE FOR A MAP](#)

Closing Ceremony Site

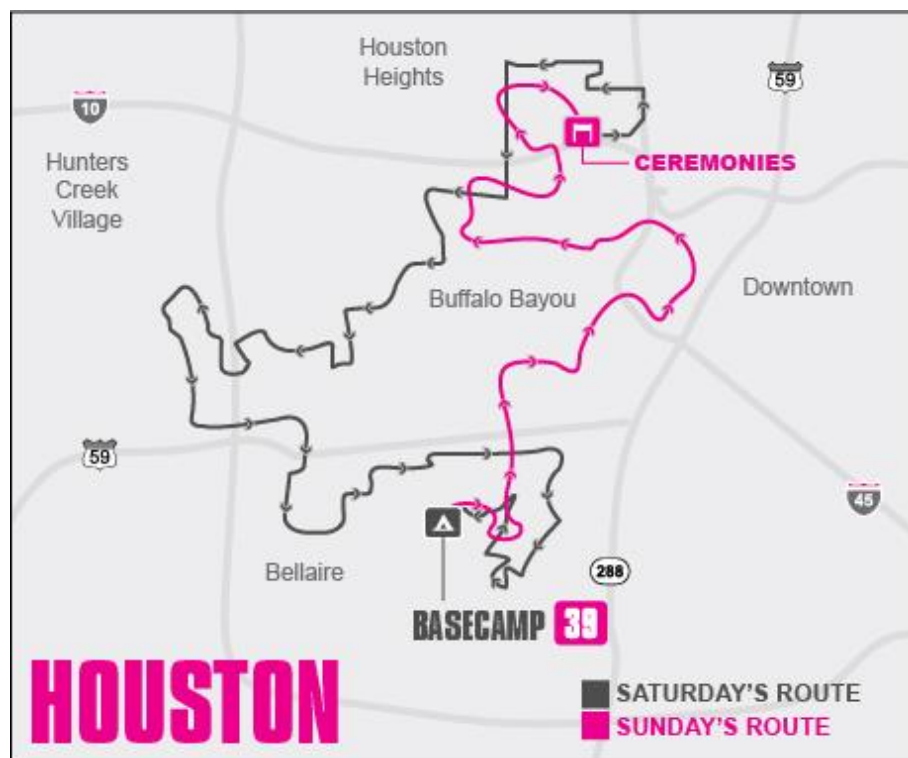
Stude Park
1031 Stude Street
Houston, TX 77007
[CLICK HERE FOR A MAP](#)

Directions, Shuttles & Parking

For more information about directions, shuttles and parking:

[CLICK HERE FOR MORE INFO](#)

Route Map



Schedule

Check-In Friday : Friday, April 24, 2015

3:00 pm	Check-In Friday opens — all Walkers and Crew who have not completed Early Check-In must check-in at the Azalea Ballroom on the fourth floor of the Westin Memorial City from 3:00 pm - 7:00 pm Non-Camping Shuttle wristbands will be available for purchase (credit card or check only — no cash, please)
4:00 pm	Crew members who have not completed Early Check-In should arrive by 4:00 pm to Check-In before All-Crew meeting Crew Team Leader meeting in the Wisteria II Ballroom
5:00 pm	Mandatory All-Crew meeting in the Wisteria II Ballroom on the third floor of the Westin Memorial City
7:00 pm	Check-In Friday closes

Day 1 : Saturday, April 25, 2015

4:00-5:45 am	Complimentary Shuttle Buses from the Westin Memorial City to the Opening Ceremony Site. Shuttles will begin running at 4:00 am for Walkers and at 3:30 am for Crew. (We strongly recommend you take an early shuttle to ensure you arrive in time for the Opening Ceremony).
5:00-6:00 am	Walker arrivals at Opening Ceremony
5:00-6:30 am	Breakfast and coffee provided by The Egg & I
6:30 am	Opening Ceremony begins
7:00 am	Route opens: The Walk begins!

12:00 pm	Basecamp 39 open to visitors Hot showers, Relaxation Zone, medical and all participant services available
12:30 pm	Sponsor tents open
2:00-7:00 pm	Yoga and Stretching Classes by Reebok begin on the hour in the Yoga Tent
4:00-9:30 pm	Dinner available for Participants only (visitors may bring a picnic)
4:00 pm	Non-Camping Shuttles to the Westin Memorial City begin at 4:00 pm and continue on a rolling basis. The wristband for non-campers can be purchased at Basecamp 39 for \$20 (credit card or check only — no cash, please). Do not remove your wristband, as you'll need it for transportation from Basecamp 39 to the hotel on Saturday and back from the hotel on Sunday morning. Wristbands will NOT be sold on Sunday morning.
7:00 pm	AVON 39 Evening Program begins in the Dining Tent Last yoga class begins
7:30 pm	Route Closes
8:00 pm	Basecamp 39 closes to visitors Relaxation Zone closes Sponsor Tents close Final Non-Camping Shuttle to the Westin Memorial City AVON 39 Evening Program ends in the Dining Tent
9:30 pm	Showers close Dinner ends Participant Services close
10:00 pm	Lights out! Quiet in Basecamp 39

Day 2 : Sunday, April 26, 2015

5:30-6:30 am	Non-Camping Shuttles from the Westin Memorial City to Basecamp 39 at Rice University (The wristband for non-campers is good for round-trip transportation. Do not remove the wristband you purchased, as you will need to show it again Sunday morning.) Wristbands will NOT be sold Sunday morning.
5:30-7:30 am	Breakfast available Participant Services open
7:30 am	Route opens! Participant Services close
7:45 am	Basecamp 39 closes; all participants must be on the route
12:00 pm	Walkers begin to arrive at Stude Park Lunch available to Participants. Visitors can bring a picnic.
2:00 pm	Route closes Final Walker arrivals
2:15 pm	Crew meeting in the Finisher Zone Participant line-up for Closing Ceremony procession
2:30 pm	Closing Ceremony begins — don't miss it!
3:00 pm	Closing Ceremony ends

Day by Day Details

FRIDAY — CHECK-IN FRIDAY

Check-In Friday is the start to AVON 39 weekend.

Completed Early Check-In?

Walkers who completed the Early Check-In process by March 30th (and will therefore receive their AVON 39 wristband and luggage tag in the mail) are still encouraged to attend Check-In Friday to join in the excitement.

If you are holding additional donations or need a replacement luggage tag or wristband, you should go to the

Early Check-In Help Desk at Check-In Friday or to the Late Check-In tent on Saturday morning.

Crew who have completed the Early Check-In process by March 30th (and will therefore receive their AVON 39 wristband and luggage tag in the mail) **must still attend Check-In Friday**, due to the mandatory All-Crew meeting at 5:00 pm. Crew members who have not completed Early Check-In should plan to check-in to receive their materials prior to the All-Crew Meeting at Check-In Friday.

Not Yet Checked-In?

Participants who have NOT completed Early Check-In must attend Check-In Friday between 3:00 pm — 7:00 pm to receive their wristband and luggage tag. Here's what to bring:

- A **printout** of your current donation total as listed on your "My AVON 39" personal page.
- Any additional donations with a completed coupon for each donation. We accept checks and credit card donations – no cash please.
- Photo identification.
- If you plan to take advantage of our Fundraising Commitment Pledge option (details below), please bring a credit card.

— Medical Form

If you did not complete your Medical Form prior to Check-In Friday, your first stop will need to be the Medical Table.

— Fundraising Commitment Pledge

The Fundraising Commitment Pledge (FCP) option is available to those AVON 39ers who have not yet reached the \$1,800 fundraising requirement, but still wish to walk in the event.

In order to take advantage of this option, you must bring a valid Visa, MasterCard, Discover, or American Express card to Check-In Friday. Your card will not be charged at Check-In Friday. You will have 60 more days to complete your fundraising. NOTE: If you have an outstanding Fundraising Commitment Pledge from a previous year's AVON 39 event, you are not eligible to enter into an additional FCP commitment with us. You may not have multiple FCPs open at the same time.

— What You'll Find at Check-In Friday

SHOP 39: Official AVON 39 merchandise is available at SHOP 39 at Check-In Friday, Basecamp 39 and Closing Ceremony (100% of the net proceeds will benefit the Avon Foundation Breast Cancer Crusade).

Reebok Store: Their terrific line of Pink Ribbon Footwear and Apparel will be sold at Check-In Friday. Also, all Walkers who fully complete Early Check-In will receive a 15% Off Coupon for use at the Reebok Store at Check-In Friday! This coupon will be included in your Early Check-In packet that will be mailed to you.



'My 39 is For' Bibs: Fill out a special AVON 39 bib to wear all weekend to let people know who your 39 is for.

Photo Spot - Our volunteer photographer will be on hand to capture you or your team in front of the "2 DAYS, 39.3 Breast Cancer Crushing Miles" photo banner. Bring your cameras too!

— 2016 Registration

Register early for just \$25 (a 50% savings!) for any 2016 AVON 39 and receive a limited edition long-sleeve shirt available only to on-event registrants.

— Fundraising Rewards

If you are eligible to receive one of our fundraising rewards items (but have not yet received it in the mail), please stop by our Fundraising Rewards table at Check-In Friday or at Basecamp 39 Appreciation Tent to pick up your well-deserved prize! [Click here for more information](#).

- Raise \$2,200 and earn a special AVON 39 performance hat.
- Raise \$3,600 and receive a collector's edition AVON 39 long-sleeve performance shirt.
- Hit the \$5,000 mark and earn an exclusive Reebok/AVON backpack.
- Raise \$7,500 and receive a gift certificate to customize your very own Reebok Sneakers!
- *All fundraising rewards items courtesy of National Sponsor Reebok.*

— Selling Fundraising Merchandise

Registered participants may enter a lottery for a 2-hour time slot at a small station to sell fundraising items to support their AVON 39 fundraising efforts (participants will be required to post specific disclosure of proceeds that benefit the Avon Foundation). The lottery will be held at 2:00 pm on Check-In Friday and selling is only permitted that day. [Click here for more information and new 2015 guidelines](#). No other selling will be permitted at any other time during AVON 39 weekend.

SATURDAY — OPENING CEREMONY, ROUTE & PACING, BASECAMP 39

The Opening Ceremony is the start line for all Walkers and the location for gear drop off all Participants.

Walkers must arrive between 5:00 am and 6:00 am ready to walk. The inspiring Opening Ceremony will get you psyched and ready to tackle your 39. The ceremony begins at 6:30 am and the route will open by 7:00 am.

— What You'll Find at Opening Ceremony

Breakfast: Coffee and a light breakfast will be provided by The Egg and I. Snacks will be available along the route throughout the day.

Connection Bands: NEW FOR 2015! All 39ers should pick up their Connection Band at Opening Ceremony to wear all weekend (and beyond). Choose your band based on your primary reason for taking on AVON 39 (1 per participant). Connection Bands will ONLY be available at the Opening Ceremony.

WHO'S YOUR 39 FOR?

(1 CONNECTION BAND PER 39er)



Gear Drop Off: Bring all your gear for the weekend with you to the Opening Ceremony. We will transport it to Basecamp 39 for you. Remember to attach your AVON 39 luggage tag to your gear before dropping it at your designated gear truck. Please be sure to limit your gear to 30lbs or less.

IMPORTANT: Don't forget your refillable water bottle (individual water bottles will not be provided!)

— Additional Route Details

Rest Stops or Water Stops will be located approximately every two to three miles along the route.

"Sweep Vehicles" or buses will transport Walkers who are behind pace to the next Rest Stop or to Basecamp 39. Please cooperate with any AVON 39 Staff or Crew members who ask you to get into a vehicle or bus.

Pacing your walk is important to ensure that you get to each Rest or Water Stop before its closing time, and that all Walkers are off the route before dark. To complete the full 26.2 mile route on Saturday, you will need to maintain a walking pace of at least 3.2 miles per hour.

Please note the following Rest Stop Closing and Leave-By times to help pace your walk listed on the next section.

— Rest Stop Closing & Leave-By Times

If you did not complete your Medical Form prior to Check-In Friday, your first stop will need to be the Med

Route Stop	Mile	26.2 Mile Leave-By Time
Rest Stop 1	2.3	8:00 am
Water Stop A	4.0	8:55 am
Rest Stop 2	6.3	9:50 am
Water Stop B	8.0	10:45 am
Rest Stop 3	10.7	11:45 am
Water Stop C	11.5	12:45 pm
Lunch/Midpoint	13.1	1:45 pm

Walkers walking past this point should leave by 1:45 pm.
The Lunch Stop is also the half-marathon finish line.

Water Stop D	15.2	2:45 pm
Rest Stop 4	17.6	3:45 pm
Water Stop E	19.6	4:45 pm
Rest Stop 5	21.5	5:40 pm
Water Stop F	24.2	6:30 pm

— Menu

The following is a list of items you can expect to see on the Event. Substitutions may be made as necessary and this list is intended to provide an overview of the types of food we have available. If you have a special meal need or a severe food allergy, please contact your AVON 39 Office to make necessary arrangements.

Lunch Saturday & Sunday

- Deli meat sandwiches with cheese
- Veggie sandwiches with cheese and/or hummus (vegetarians only)
- Carrots
- Assorted chips, cookies and piece of fruit

Dinner Saturday

- Pasta with meatballs and marinara sauce OR grilled chicken with rice pilaf
- Vegetarian enchilada casserole with chips and salsa (vegetarians only)

- Vegetable medley
- Garden salad
- Cupcakes

Breakfast Sunday

- Scrambled eggs
- Sausage links
- Hash browns
- French toast biscuit
- Single servings of dry cereal with milk
- Muffins
- Mixed fruit

Saturday & Sunday Snacks

Assorted snacks at Rest Stops along the route including bagels, oranges, bananas, granola bars, pretzels, sunflower seeds, cookies, snack mix, trail mix, raisins, fruit bars, etc. Please note that not all snacks are at all of the stops. Feel free to bring your own energy bar or snack if you have a favorite that is not listed here.

You will be able to refill your water bottle with water and/or sports drink at every stop.

— Cheering Stations

Encourage friends and family to show their support and join the fun! Don't miss Official Sponsor PLS Financial Services' cheering station at Mile 7 for fun giveaways.

[PRINT OUT](#) a list of ideal locations for your friends and family to safely cheer you on along the route and show their support!

— What You'll Find At Basecamp 39

Basecamp 39 is the hub of activity during the event weekend and where we spend the night on Saturday.

Dining Tent - Serving Saturday dinner and Sunday breakfast. Food is available to registered participants only — visitors are encouraged to bring a picnic.

AVON 39 Evening Program - Cap off your day in the Dining Tent with the latest AVON 39 news, information and inspiration!

Information Services - Information desk and message center for event participants.

Medical - Staffed around-the-clock by the Medical Team. Your first stop is Medical Triage, where you'll be directed to the appropriate medical service.

AVON 39 Appreciation - Alumni participants may pick up their AVON 39 Alumni buttons to signify the number of years you've been participating. Fundraising rewards are also here for those that earned one but have not yet received it in the mail or were unable to pick it up at Check-In Friday.

2016 Registration - Register early for just \$25 (a 50% savings!) for any 2016 AVON 39 and receive a limited edition long-sleeve shirt available only to on-event registrants.

Lounge 39 - Take a break after the long day at the new Lounge 39 tent. Lounge 39 will consist of games, magazines, self-serve beverages and more.

Yoga and Stretching by Reebok Tent - A place to chill out and unwind after your walk. Hourly classes (2:00 pm-7:00 pm) combine a good stretch with gentle yoga moves.

Relaxation Zone - Reward yourself with our back and foot massagers (you must bring a clean pair of socks).

Tattoo Yourself! - Show how fierce and strong you are by getting a temporary tattoo at the Tattoo Parlor tent.

SHOP 39 - Home of the official AVON 39 merchandise with all new items for 2015! (100% of the net proceeds will benefit the Avon Foundation Breast Cancer Crusade).

Reebok Tent - Visit the Reebok tent for a seriously fun photo booth opportunity – add your picture to Reebok's inspiration wall, share it on social media, and take a copy home with you. Also, be sure to check out the Pink Ribbon product displays and get tips from Reebok staff on how to find the perfect fit for your walking footwear.

Photo Spot - Share your commitment with a picture in front of "YOU CAN'T STOP ME" photo banner on the back of the Registration Station Tent in Basecamp 39.

Media Check-In Tent - Members of the media and designated Participant Spokespeople are asked to check in here.

SUNDAY — CLOSING CEREMONY (Don't miss it!)

A celebratory and inspiring completion to your AVON 39 weekend! See where your fundraising dollars go as we present checks on stage to local beneficiaries. We encourage you to invite your friends and family to celebrate this accomplishment with you. **All Walkers and Crew are part of the Closing Ceremony, which begins at 2:30 pm.**

— Walker & Crew Arrival Information

Walkers - You will arrive at the finish line and the Closing Ceremony site between 12:00 pm and 2:00 pm.

Crew - You will arrive at the Closing Ceremony by 2:00 pm

Walkers and Crew are an important part of the Closing Ceremony and we will begin preparation for your grand entrance approximately 30 minutes before the ceremony, no later than 2:00 pm. Participants gather in the Finisher Zone around 2:00 pm.

Medals - Because you earned your 39, don't forget to pick up your medal after crossing the finish line at the medal distribution area (Crew will receive their medal when they pick up their T-Shirt in the Finisher Zone). Please note that medals will only be available at the Closing Ceremony finish line and will not be able to be picked up at a later date.

All 39ers - You made it! Now pick up your Closing t-shirt, relax, and enjoy lunch or a snack in the "39ers only" Finisher Zone! Depending on your arrival time, you may also want to visit with friends and family before the Closing Ceremony begins.

— Lunch!

Lunch will be served at our Closing Ceremony site. Lunch is available for participants only; please encourage your friends and family to pack a picnic.

— Photo Spot!

After crossing the finish line and receiving your medal, be sure to get a photo in front of the "I CRUSHED IT" banner just past the finish line. Post or tweet your finish photo to let everyone know you earned your 39!

— Family and Friends

Those wishing to greet their loved ones and see the Closing Ceremony should plan to arrive no later than 1:30 pm to allow time to park ([Click Here: Directions, Shuttles and Parking Info](#)) and get to the Closing Ceremony area.

Connecting with Social Media

Connecting with Social Media

Stay connected with event information and photos throughout the weekend by joining our official AVON 39 Groups on Facebook, Instagram, Pinterest and Twitter.

And share your photos and posts with your friends and with us — be sure to use **#AVON39** in your tweets or on Instagram. You can also get more tips on how to fundraise with social networks on our website! [Learn more](#).

Join Our Facebook Group!



For more information, visit www.facebook.com/AVON39.

Join Our Instagram Group!



For more information, visit <https://instagram.com/AVON39/>.

Join Our Twitter Group!



For more information, visit <https://twitter.com/AVON39walk>.

Join Our Pinterest Group!



For more information, visit <http://pinterest.com/AVON39/>.

Packing List

Packing for AVON 39

- You are allowed one gear bag weighing up to 30lbs. Backpacks or duffel bags are preferable to suitcases
- All gear must be inside or securely strapped to your gear bag
- Please use luggage straps and not bungee cords
- Anticipate changes in weather and pack clothing that can be layered
- Pack clothes and sleeping bag in plastic bags, in case of rain
- Label your belongings with your name and participant number

Avon will provide the following products while at AVON 39:

- Hand soap at the sinks in the shower area
- Shampoo, conditioner, shower gel and body lotion in the shower trucks
- Hand sanitizer and sunscreen at the Rest Stops and Basecamp 39

Use this packing list as a guide and adapt to your own needs:

Essentials

- Water bottle with wide mouth for easy filling
- Photo ID
- Health insurance information

Camping Gear

- Sleeping bag
- Travel pillow
- Sleeping bag pad for tent floor
- Flashlight
- Battery operated alarm clock
- Plastic bags
- Towel (a pack towel or chamois works best)
- Washcloth
- Batteries for flashlight and alarm clock

Clothing

- Walking shoes — two pairs properly fitted
- Comfortable shoes to wear at night
- T-shirts
- Underwear
- Sports bras
- Socks, two pair per day, preferably non-cotton
- Shorts
- Long pants
- Sweatpants
- Gloves
- Sleepwear
- Warm fleece or sweatshirt
- Sweatbands
- Hat
- Waterproof jacket
- Shower shoes

Toiletries

- Deodorant
- Razor
- Soap
- Toothbrush and toothpaste
- Tampons/sanitary napkins
- Glasses/extra contact lenses

Crew Members Only

- Reflective wear (sash/vest/tape)
- Work gloves
- Back support
- Pocket knife (do not pack in carry-on luggage)

First Aid

- Any required prescription medications
- Sunscreen
- Antacid
- Band-Aids
- Insect repellent
- Lip balm with sunscreen
- Pain reliever
- Plastic bags

Miscellaneous

- Sunglasses
- Earplugs
- Watch
- Money and credit cards
- Camera
- Journal and pens
- Fanny pack
- Please leave valuables at home!

Safety Information

Important Safety Information

Please help to ensure a happy, healthy AVON 39 experience for everyone by following these common-sense safety rules. Failure to comply with these policies, Staff or Crew safety instructions, may result in removal from the Event.

- You may not possess or be under the influence of alcohol or illegal substances at any time during the Event.
- AVON 39 is a smoke-free event.
- Walk only on the route. No running, bicycles, rollerblades, skates, Segways or scooters.
- We ask that you do not bring your pet(s) to any element of AVON 39 The Walk to End Breast Cancer event weekend. We are not equipped to accommodate pets at any point and several of the sites we use throughout the weekend have restrictions. We are also mindful of fellow participants' fears/allergies. We truly love animals and we appreciate your pet's enthusiasm, but it would be best for all if he/she stays home for the weekend.
- Please remember that we often share a bike path with the general public during our walk. Please walk only on the right side and move over for cyclists and runners to pass when it is narrow.
- Cell phones, headphones, or portable music devices may not be used while walking. They may only be used at Rest/Water Stops and in Basecamp 39.
- Follow all rules of the road, the instructions of local law enforcement and of AVON 39 The Walk to End Breast Cancer Staff and Crew.
- Be alert and aware of your surroundings, and watch out for other Walkers and their safety. Look to your left, right, then to your left again before crossing a street or intersection. Be alert for bicycles, rollerbladers, other pedestrians, etc.
- Follow the route markings at all times and stay on the marked route. In the absence of sidewalks, walk single file as far to the right of the sidewalk or roadway as possible.
- Wear your ID wristband with your Participant number at all times (you'll receive your wristband when you check in at Check-In Friday or in the mail if you completed the Online Check-in process). In case of emergency, dial 9-1-1, then call the phone number on your wristband to report the incident.
- Common courtesy applies. Respect the Route and Basecamp 39 site. Don't move your tent to undesignated areas. Use the toilets and facilities provided. Don't litter. Maintain safe and non-disruptive behavior at all times, including no verbal or physical fighting or harassment.
- Stay quiet after lights out at 10:00 pm.

Sponsor Information

The Avon Foundation for Women

AVON 39 The Walk to End Breast Cancer is the largest fundraising initiative of the Avon Foundation for Women. You can also find information on steps you can take to protect your own breast health, spread awareness and educate others (along with some fun giveaways!) www.avonfoundation.org

Last year alone, more than 15,000 AVON 39 participants raised nearly \$40 million! Since the launch of AVON 39 in 2003, more than \$500 million has been raised through the dedication of nearly 192,000 participating women

and men and more than 500,000 donors. The Avon Foundation for Women makes sure that the funds raised help women and men receive screening, support and treatment they need, regardless of their ability to pay, as well as accelerate the work of leading research teams in their quest for better treatment, improved detection and a cure.

AVON 39 Sponsors

We are enormously grateful for the support of our AVON 39 The Walk to End Breast Cancer sponsors for their commitment in the fight against breast cancer. Through their generosity, we are able to further support leading breast cancer education, access-to-care, and research organizations in Houston and across the United States.

— National Sponsor Reebok

Celebrating its 10th year as a sponsor of AVON 39 The Walk to End Breast Cancer, Reebok is proud to continue their support in our fight against breast cancer. Reebok will donate up to \$750,000 to the Avon Foundation Breast Cancer Crusade through sales of its Pink Ribbon footwear and apparel. They are also proud to provide fundraising incentive items, finisher shirts, and medals for AVON 39 Walkers and Crew and to outfit AVON 39 Staff during the walk weekend.

— PLS ® Financial Services

This marks the third year that PLS Financial Services is supporting the Avon Foundation Breast Cancer Crusade. This year, in addition to supporting the Breast Cancer Crusade through its Xpectations! Visa Avon Foundation Breast Cancer Crusade prepaid debit cards, PLS is proud to host fun cheering stations with great giveaways in Houston, Boston, Chicago, and New York to encourage walkers on the road to 39.

— Medical Sponsor

Special thanks to our AVON 39 Houston Medical Sponsor:

Baylor College of Medicine

