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**AVON FOUNDATION TO LAUNCH  
WALK THE COURSE AGAINST DOMESTIC VIOLENCE –  
THE FIRST-EVER WALK EVENT ON A PGA TOUR COURSE**

*Event Created in Collaboration with PGA TOUR Wives Association  
and the Wachovia Championship*

**January 12, 2009 – Charlotte, NC/New York, NY** – The Avon Foundation, in collaboration with the PGA TOUR Wives Association and the Wachovia Championship, is proud to announce the inaugural *Walk The Course Against Domestic Violence* ([www.walkthecourseagainstdv.org](http://www.walkthecourseagainstdv.org)) on April 28, 2009 – a unique event taking place at the exclusive Quail Hollow Club in Charlotte, NC. As part of Wachovia Championship Week, participants in this first event of its kind – a walk on a PGA TOUR course – will have the option to walk a 9-hole or 18-hole route to raise much-needed funds and awareness for the domestic violence cause. *Walk the Course Against Domestic Violence* is a family-friendly event for all ages and will take place at beautiful Quail Hollow Club, site of the Wachovia Championship, an official PGA TOUR event.

The need for this event is seen in the staggering domestic violence statistics. In the U.S., every nine seconds a woman is beaten or abused, and in North Carolina, 72 women lost their lives to domestic violence this past year. The goal of *Walk the Course Against Domestic Violence* is to draw attention to this difficult issue and work towards changing the course of domestic violence for all victims and their families. Funds raised will be awarded by the Avon Foundation to domestic violence organizations in North Carolina, including United Family Services Shelter for Battered Women and the Shelter of Gaston County. The funds raised will enable the shelters to continue to help individuals who have been affected by domestic violence, as well as to educate people about the issue, with the goal to help create a world without domestic violence.

“The Avon Foundation is committed to Speaking Out Against Domestic Violence,” says Carol Kurzig, President, Avon Foundation. “We are thrilled to partner with the PGA TOUR Wives Association and the Wachovia Championship to create this landmark event, and we hope that *Walk The Course Against Domestic Violence* will help make a significant difference in North Carolina, generating more resources for those who need them most.”

*Walk the Course Against Domestic Violence* is the latest initiative of the Avon Foundation Speak Out Against Domestic Violence program. Since Speak Out launched in 2004, the Avon Foundation has awarded more than \$10 million to 350 domestic violence organizations in the US alone.

“We are proud that the Avon Foundation shares our mission to help children and families, and we are delighted they are partnering with us to make this event a reality. With these funds we

will be able to really make a difference for the lives of so many in the Charlotte area," says Amy Wilson, President, PGA TOUR Wives Association.

"It is an honor for us to host this event and help bring awareness to such a worthy cause," said Kym Hougham, Executive Director, Wachovia Championship. "*Walk The Course Against Domestic Violence* will be a fun and meaningful part of our early-week activities."

*Walk the Course Against Domestic Violence* is a non-competitive family-friendly event. Participants can register online at [www.walkthecourseagainstdv.org](http://www.walkthecourseagainstdv.org) or by calling 866-646-2866. Fundraising is voluntary but encouraged, and fundraising incentive prizes are offered to help inspire the participants. Top fundraisers will have the opportunity to meet PGA TOUR golfers at a special reception after the *Walk*.

**The Avon Foundation** is a 501(c)(3) public charity and a leader in the causes of breast cancer and domestic violence. Since 2004, when the Avon Foundation launched the Speak Out Against Domestic Violence program, more than \$10 million has been raised and awarded to domestic violence organizations to support awareness, education, direct services and prevention programs for victims, including a special initiative for children affected by domestic violence. Worldwide, the Avon Foundation and Avon global philanthropy have raised more than \$660 million in over 50 countries.

**The PGA TOUR Wives Association, Inc.**, is a Florida not-for-profit corporation organization to render support and provide assistance to needy children and their families through the means of charitable events. Incorporated in 1988 by wives of professional golfers on PGA TOUR, the Association has raised more than \$3 million for child and women related charities. In addition to monetary contributions, its members have given back through personal time, participating in a wide range of service projects from Habitat for Humanity builds to cooking in soup kitchens to playing with hospitalized children in communities where PGA TOUR tournaments are held. For more information about the Association, visit the website at [www.pgatourwives.org](http://www.pgatourwives.org).

**The Wachovia Championship** is one of the largest, most prestigious sporting events in the Charlotte region. Now leading up to its seventh year, the tournament is an annual tradition that will bring players and patrons back each year for an unforgettable golf experience. The national and international golf community has recognized it as one of the top events on the PGA TOUR. The 2009 tournament will be held April 27-May 3.

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