

EVENT GUIDE

JULY 23-24

AVON39.ORG

#POWEROF39

AVON
39 THE WALK TO END
BREAST CANCER
SAN FRANCISCO - 2016

EVERYTHING
YOU NEED TO
KNOW! PLEASE
READ COVER
TO COVER.

YOUR 39 STARTS HERE.



CONGRATULATIONS!

You've come a long way over the past several weeks and months. And your determination has powered you every step of the way. Soon, we'll come together for **AVON 39 San Francisco**, an unforgettable weekend of inspiration, motivation, and accomplishment that you'll never forget.

YOU ARE RESPONSIBLE FOR READING AND UNDERSTANDING THE CONTENT OF THIS GUIDE. IF YOU HAVE ANY QUESTIONS, CONTACT YOUR WALKER COACH, OR YOUR CREW & VOLUNTEER MANAGER.

Your official **AVON 39 Event Guide** includes everything you need to know about your 39 from this moment until you cross the finish line. Read it now, cover to cover. Before the event begins, read it again. We want to be sure you're ready to go!

AVON 39 is The Walk to End Breast Cancer. And you're a part of it. We look forward to seeing you at Event Weekend!

AVON39.org/SanFrancisco



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AT AVON 39, SAFETY COMES FIRST!



YOUR SAFETY DURING EVENT WEEKEND IS OUR TOP PRIORITY.

Please help to ensure a happy, healthy and SAFE AVON 39 experience for everyone by following these common-sense safety rules. Failure to comply with these policies, or with 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.
- Do not bring your pet(s) to AVON 39. 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's necessary that s/he stay home for the weekend.

- Please remember that we often share a bike path with the general public during the Walk. Please walk only on the right side and move over for cyclists and runners to pass when it is narrow.



Headphones/Music - Headphones and portable music devices may not be used while walking.



Cellphones - Along the route, cell phones may only be used in an emergency. However, you're welcome to use your cellphone at Rest/Water Stops and in Basecamp 39.

- Follow all rules of the road, the instructions of local law enforcement and of AVON 39 Staff and Crew.
- Be alert and aware of your surroundings, and watch out for other 39ers and their safety. Look to your left, right, then to your left again before crossing a street or intersection. Be alert for bicycles, roller-bladers, other pedestrians, etc.
- Follow the AVON 39 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 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 Early Check-In process). In case of an 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 refraining from verbal or physical confrontation or harassment.
- Everyone needs a good night's sleep. At Basecamp 39, quiet time begins at 10:00pm.
- If inclement weather occurs, please follow direction from Crew. They will be able to assist you to a safe area.

YOUR 39 CHECK-LIST



WHAT YOU NEED TO BRING, WHAT YOU DON'T.

PACKING FOR EVENT WEEKEND

- You are allowed one gear bag weighing up to 30 lbs. 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.

WHAT AVON 39 WILL PROVIDE

- Hand soap at sinks in the shower area.
- Shampoo, conditioner, shower gel and body lotion in the shower trucks.
- Hand sanitizer at the Rest Stops and Basecamp 39.
- Cell phone charging station.

WHAT YOU NEED TO BRING

Essentials

- Water bottle with wide mouth for easy filling (not provided - you must bring your own.)
- Photo ID
- Health insurance information

Camping Gear

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

Clothing

- Walking shoes (two pairs properly fitted)
- Comfortable shoes (wear at night)
- T-shirts
- Underwear
- 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

- DON'T FORGET SUNSCREEN!**
- Deodorant
- Razor
- Soap
- Toothbrush and toothpaste
- 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

Miscellaneous

- Sunglasses
- Earplugs
- Watch
- Money and credit cards
- Camera
- Journal and pens
- Fanny pack

My 39

-
-
-

Note: Please leave all valuables at home!



NEED SOME NEW PINK GEAR BEFORE WALK WEEKEND?

Gear up at the new AVON SHOP 39 Powered by Reebok!

Visit www.reebok.com/us/avon39 for great AVON 39 gear before the event. Remember, a portion of all product sales will be donated in support of AVON 39 cancer care and research.

EVENT LOCATIONS

AVON 39 SAN FRANCISCO



MISSION CONTROL

HOST HOTEL:

San Francisco Marriott Marquis
780 Mission Street
San Francisco, CA 94103
Telephone number (415) 896-1600

CHECK-IN FRIDAY & HOST HOTEL:

Friday, July 22, 2016
Between 3:00pm - 7:00pm

San Francisco Marriott Marquis
780 Mission Street
San Francisco, CA 94103

Prep for a life-changing weekend.

OPENING CEREMONY:

Saturday, July 23, 2016
Ceremony starts at 6:30am

FORT MASON
Bay Street & Franklin Street
San Francisco, CA 94123

Bright and early to crush your 39.

BASECAMP 39:

Saturday, July 23, 2016
Primetime 39 Entertainment
starts at 4:00pm

CORTE MADERA TOWN PARK
498 Tamalpais Dr.
Corte Madera, CA 94925

Home is where the heart is.

FINISH FESTIVAL AND CLOSING CEREMONY:

Sunday, July 24, 2016
Our Iconic Closing Ceremony
starts at 2:30pm

FORT MASON
Bay Street & Franklin Street
San Francisco, CA 94123

Come one, come all.

LOOKING FOR INFO ON PARKING AND TRANSPORTATION?

Check out the resources at:
AVON39.org/SanFranciscoTransport

TAKE PHOTOS, GET CONNECTED, INSPIRE OTHERS!

REMEMBER TO TAG YOUR PIGS WITH #POWEROF39




Join our official AVON 39 The Walk to End Breast Cancer Group on Facebook! It's a great way to connect with fellow 39ers and Crew while sharing ideas and photos - and receive the latest updates from the Walk. Connect with others throughout Event Weekend by sending updates, posting your favorite photos and sharing special messages on your social networks and ours! Be sure to use #POWEROF39 in your posts!

 **JOIN OUR FACEBOOK GROUP!**
For more information, visit
<http://www.avon39.org/facebook>.

 **FOLLOW US ON INSTAGRAM!**
For more information, visit
<http://www.avon39.org/instagram>.

 **FOLLOW US ON TWITTER!**
For more information, visit
<http://www.avon39.org/twitter>.

 **FIND PHOTOS SHOT BY US!**
Download event photos, visit
<http://www.avon39.org/flickr>.

CHECK-IN FRIDAY IS THE KICK-OFF TO EVENT WEEKEND.



PARTICIPANTS WHO HAVE NOT COMPLETED EARLY CHECK-IN MUST ATTEND CHECK-IN FRIDAY.

What to bring to Check-In Friday:

- 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. Note: We accept checks and credit card donations - **no cash is accepted.**
- Photo identification.
- Credit card (You must provide a valid credit card if you plan to take advantage of our Fundraising Commitment Pledge option. Details below).

CHECK-IN FRIDAY SCHEDULE

3:00pm

CHECK-IN FRIDAY OPENS

Walkers and Crew may begin the Check-In process located in the **GOLDEN GATE A & B BALLROOMS.**

4:00pm

Crew members who have not completed Early Check-In should arrive by 4:00pm to check in before the All-Crew and Crew Team Leader meeting in Golden Gate Ballroom C.

5:00pm

MANDATORY

All-Crew meeting in Golden Gate Ballroom C.

7:00pm

CHECK-IN FRIDAY CLOSES

FUNDRAISING COMMITMENT PLEDGE

The Fundraising Commitment Pledge (FCP) option is available to those 39ers who have not yet reached the \$1,800 fundraising requirement, but who 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 to Check-In Friday.

YOU WILL HAVE UP TO 30 DAYS TO REACH YOUR FUNDRAISING MINIMUM BEFORE YOUR CREDIT CARD IS CHARGED.

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.

ADVANCE SHUTTLE BUS WRISTBAND PURCHASES FOR NON-CAMPERS

Available online through Saturday, July 23, 2016. Shuttle Bus Wristbands can be purchased online at AVON39.org/SanFrancisco-Shuttle

You can also purchase your shuttle bus wristband in person at Check-In Friday or at the Shuttle Bus area at Basecamp 39.

CHECK-IN FRIDAY: FRIDAY, JULY 22, 2016



WHAT YOU'LL SEE AT CHECK-IN FRIDAY.

AVON SHOP 39

POWERED BY Reebok

AVON SHOP 39!

Reebok is a proud sponsor of AVON 39 The Walk to End Breast Cancer and will donate a minimum of \$300,000 up to \$750,000 through Pink Ribbon product sales. Here's your chance to gear up and show the world the hero you really are with official AVON 39 Reebok event gear! A portion of all product sales (including items sold during Check-In Friday, at Basecamp 39 and online) will be donated to AVON 39.

Can't wait until Check-In Friday?

Visit www.reebok.com/us/avon39 to shop this amazing collection.

The Bib Table

Stop by and fill out a special AVON 39 bib that you can wear all weekend to let people know who you're dedicating your 39 to!



Picture Perfect!

Our volunteers will be on hand to take a fun shot of you or your team in front of the "Let the AVON 39 Begin" photo banner. Have your camera ready and capture this special moment! Post to Facebook and Instagram with the tag #POWEROF39.

Registration Station

Register for any 2017 AVON 39 Walk and receive a limited edition long-sleeve shirt available only to on-event registrants! Visit the Registration Station to continue your commitment and start your 2017 AVON 39 journey. Bring a photo ID, and a valid credit card or check for payment. We do not accept cash. **This will be the lowest registration fee of 2017.**

Selling Fundraising Merchandise?

Registered participants may enter a lottery for a time slot and designated selling station at Check-In Friday to sell fundraising items in support of their AVON 39 fundraising efforts. The lottery will be held at 2:00pm.

For more information and guidelines, please contact your walker coach. No other selling will be permitted on-site or at any other time during AVON 39 Event Weekend.

Completed Early Check-In?

39ers who have already completed the Early Check-In process (and have received their AVON 39 wristband and luggage tag in the mail) are still encouraged to attend Check-In Friday to join in the festivities. If you are holding additional donations or need a replacement luggage tag or wristband, please go to the Early Check-In Help Desk at Check-In Friday.

Crew who have completed the Early Check-In process

(and have received their AVON 39 wristband and luggage tag in the mail) **must still attend Check-In Friday**, due to the **mandatory All-Crew meeting at 5:00pm.**

Crew members who did not complete Early Check-In should arrive no later than 4:00pm on Check-In Friday to check in and to receive their materials prior to the All-Crew Meeting at Check-In Friday.



OVER-PERFORMANCE REWARDS

AVON
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YOU DESERVE TO BE RECOGNIZED FOR YOUR FUNDRAISING ACHIEVEMENTS!



- Raise \$2,200 and earn a special AVON 39 cap.



- Raise \$3,600 and receive an exclusive AVON 39 long-sleeve performance shirt.



- Hit the \$5,000 mark and earn a limited edition AVON 39 duffel bag.



- Raise \$7,500 and receive a gift certificate to customize your very own Reebok sneakers!



If you are eligible to receive one of our over-performance fundraising reward items (but have not yet received it in the mail), please stop by our Fundraising Rewards table at Check-In Friday or at the Basecamp 39 Appreciation Tent to pick up your well-deserved prize.

All fundraising reward items are courtesy of our National Sponsor, Reebok.

For more information, check out: AVON39.org/FundraisingRewards

OPENING CEREMONY DAY 1: SATURDAY, JULY 23, 2016

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LEAVE YOUR GEAR WITH US AND KICK OFF YOUR 39!



YOUR 39 OFFICIALLY BEGINS AT THE OPENING CEREMONY.

For 39ers, the Opening Ceremony is the pay-off for your hard work and dedication. It's the first time we'll all come together to celebrate our efforts toward crushing breast cancer – and kick off what is sure to be the most powerful and inspiring weekend of your life.

IMPORTANT!

Bring all your weekend gear 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 30 lbs. or less and don't forget to bring your personal refillable water bottle (personal water bottles will not be provided).



DAY 1



KNOW YOUR RISKS.
KNOW YOUR BODY.
TALK TO YOUR DOCTOR.

SATURDAY SCHEDULE

4:00-5:50am

Complimentary shuttle buses from the San Francisco Marriott Marquis to the Opening Ceremony site. (Don't be late!)

4:30-6:00am

Walker arrivals at Opening Ceremony

6:30am

Opening Ceremony begins

7:00am

AVON 39 The Walk to End Breast Cancer kicks off!

12:00pm

Basecamp 39 opens

2:00-5:00pm

Yoga classes begin on the hour

4:00 to 7:00pm - NEW!

Basecamp 39 Music and special AVON 39 highlights!

4:00-9:30pm

Basecamp 39: Dinner available (participants only; visitors may bring a picnic dinner)

4:00-8:30pm

Non-camping shuttles to the San Francisco Marriott Marquis begin at 4:00pm and continue on a rolling basis*

7:30pm

Day 1 Route closes

8:00pm

Basecamp 39 closes to visitors

9:30pm

Showers close, dinner ends, participant services close

10:00pm

Lights out!

THIS YEAR, BOTH BOY SCOUT/ GIRL SCOUT TROOPS WILL HELP PUT UP AND TAKE DOWN YOUR SLEEPING TENTS!

SHUTTLE BUS WRISTBAND PURCHASES FOR NON-CAMPERS

Available online through Saturday, July 23, 2016. Shuttle Bus Wristbands can be purchased online at AVON39.org/SanFrancisco-Shuttle

You can purchase your shuttle bus wristband in person at the Shuttle Bus area at Basecamp 39 for \$20. **Credit card or check is preferred, please.** For online purchases made during Check-In Friday or at Basecamp, participants can show the thank you page or email receipt to the shuttle table volunteers for boarding.

*** Shuttle Bus wristbands will NOT be sold on Sunday morning.**

For more information, check out AVON39.org/SanFrancisco-Shuttle

ALONG THE ROUTE



Rest Stops or Water Stops will be located approximately every 2-3 miles along the route. "Sweep Vehicles" or buses will transport 39ers 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 aboard a vehicle or bus for transfer.

Pacing your walk is important to ensure that you get to each Rest Stop or Water Stop before its closing time, and off the route before route closing time. To complete the full 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 listed on the chart to the right to help pace your walk.

PICK YOUR FAVORITE STOP - NEW THIS YEAR!

Our volunteer Crew work all weekend long to support you, our inspiring Walkers! These dedicated women and men are family members, friends and breast cancer survivors - all members of your community! You'll see them all over San Francisco during Walk Weekend. Did you know that Crew teams are responsible for manning and decorating our Rest Stops and Water Stops along the route? Show your support for our dedicated Crew and their amazing themes on Saturday by helping us crown the 39er pick for Stop of the Year. You will be able to vote for your favorites, and the winning Crew team will be announced during **Primetime 39** on Saturday evening! Don't forget to tag your favorite Crew Team's photos with #POWEROF39!

ROUTE STOPS: ESTIMATED LEAVE-BY TIMES

Please refer to your **Daily 39 Newsletter** for San Francisco Leave-By Times

Route Stop	Mile	24 Miles Leave-By Time	15 Miles Leave-By Time
Rest Stop 1	3.1	8:00am	8:45am
Water Stop A	4.6	8:55am	9:45am
Rest Stop 2	6.7	9:45am	11:00am
Water Stop B	9.1	10:45am	12:00pm
Rest Stop 3	10.3	11:45am	12:45pm
Lunch	13.1	1:45pm	2:45pm
Water Stop C	15.9	12:45pm	SAN FRANCISCO CITY SPECIFIC - day 1 route is 24 miles, and day 2 route 15 miles.
Rest Stop 4	17.8	3:30pm	
Water Stop D	19.0	4:15pm	
Rest Stop 5	20.4	5:00pm	
Water Stop E	21.4	5:30pm	

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

Reminder, mileage counting will vary from device to device!



SO MUCH IS NEW THIS YEAR: WE KNOW YOU'RE GONNA LOVE IT!



**There's no place like
Basecamp 39 - your home
away from home.**

The fun doesn't stop when you enter our overnight campsite. Kick off your shoes in front of our new outdoor stage and let us bring the music to your ears. Treat yourself to a massage and a shopping spree at the brand new AVON SHOP 39 Powered by Reebok. Enjoy dinner with your friends and family*. High five a Youth Crew member before Primetime 39, our NEW nighttime show that will help bring the meaning to our mission.

**Whether you're a new
or returning 39er, you
won't want to miss the
NEW Primetime 39
Entertainment, from
4:00 to 7:00pm.**

* Dinner will be provided to all Walkers and Crew. Friends and family are welcome to bring their own food to picnic.

ENTERTAINMENT SCHEDULE



SATURDAY **Basecamp**

4:00-7:00pm

After an inspiring first day of walking, stretch out and relax to music and special AVON 39 highlights.

SUNDAY **Finish Festival**

11:00am-1:30pm

Kick your shoes off and let us bring the music to your ears.

Closing Ceremonies

2:30-3:00pm



SUNDAY, July 24, 2016

AVON
39

DAY 2 FINISH FESTIVAL & CLOSING CEREMONY



Put the exclamation point on your weekend with music and cheering at the **Finish Festival and Closing Ceremony**, where you will enjoy afternoon entertainment and delicious snacks and food. We'll top it off with our inspiring Closing Ceremony, where we'll reveal how your fundraising dollars will be put to work immediately through major local and national grants going to AVON 39 breast cancer beneficiaries.

FRIENDS AND FAMILY

Those wishing to greet their loved ones and experience the Closing Ceremony should plan to arrive no later than 1:30pm Sunday. Please allow time to park.

LOOKING FOR INFO ON PARKING
AVON39.org/SanFranciscoTransport

SUNDAY SCHEDULE

5:30-7:00am

Non-Camping Shuttles from The San Francisco Marriott Marquis to Basecamp 39 at Corte Madera Town Park

BUS SHUTTLE WRISTBANDS WILL NOT BE SOLD SUNDAY MORNING

5:00-7:00am

Basecamp 39 opens
Breakfast available

7:30am

Day 2 Route opens!

7:45am

Basecamp 39 closes; all participants must be on the route

12:00pm

Finish Festival & Closing Ceremony: Lunch available to 39ers. (Visitors can bring a picnic).

1:45pm

Crew meeting in the Finisher Zone
Participants line-up for Closing Ceremony procession

2:30pm

Day 2 Route closes
Closing Ceremony begins - don't miss it!

3:00pm

Finish Festival & Closing Ceremony ends

AVON 39 MENU



ACCOMPANYING IS AN OVERVIEW OF THE KINDS OF FOOD WE'LL HAVE AVAILABLE THROUGHOUT THE WEEKEND. FOR ANY SUBSTITUTIONS OR IF YOU HAVE A SPECIAL MEAL NEED OR A SEVERE FOOD ALLERGY, PLEASE CONTACT YOUR WALKER COACH TO MAKE NECESSARY ARRANGEMENTS.



LUNCH - SATURDAY

- Deli meat sandwiches with cheese
- Veggie sandwiches available (vegetarians only)
- Carrots
- Assorted chips, cookies and fruit

LUNCH - SUNDAY

(provided by Project Open Hand)

- Grilled chicken breast on ciabatta roll with lettuce and tomato
- Baked eggplant with provolone cheese on ciabatta roll with lettuce and tomato (vegetarians only)
- Sesame pasta salad
- Assorted chips, cookie, and fruit



DINNER - SATURDAY

- Pasta with meatballs and marinara sauce
- Grilled chicken with couscous
- Quinoa with vegetables (vegetarians only)
- Vegetable medley
- Garden salad
- Rolls with butter
- Ice cream cups with warm peach strudel



BREAKFAST - SUNDAY

- Scrambled eggs
- Breakfast hash with sausages
- Oatmeal
- Single servings of dry cereal with milk
- Muffins

SATURDAY AND SUNDAY SNACKS

You'll enjoy assorted snacks at Rest Stops along the route including oranges, bananas, granola bars, pretzels, sunflower seeds, cookies, snack mix, trail mix, raisins, fruit bars, and more. Please note that not all snacks are available at all stops. Feel free to bring your own energy bars or snack favorites if you like. **You'll need to refill your water bottle with water and/or sports drink at every Rest Stop.**

TELL YOUR FRIENDS AND FAMILY TO STRUT THEIR STUFF!



Walking 39 miles is tough - and one of the greatest motivations is the supporters cheering you along way. Encourage your friends and family (everyone you know!) to join us during Event Weekend at one of our dedicated cheering stations.



For more information on the 2016 San Francisco Cheering Station schedule, check out AVON39.org/SanFranciscoCheer. Please share this list with your friends and family! Their participation will inspire you and everyone else, and it's an amazing way to involve them in your 39.



THANK YOU AND GOOD LUCK!



CRUSHING BREAST CANCER, TOGETHER!

AVON 39 SPONSORS

We are enormously grateful for the support of our AVON 39 sponsors in their commitment to 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 San Francisco and across the United States.

NATIONAL SPONSOR



OFFICIAL SPONSORS



VIONIC
WALK. MOVE. LIVE.

MEDICAL SPONSOR



BREAKFAST SPONSOR



COFFEE SPONSOR

