



**AIDS CALGARY**  
awareness association

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August 31, 2010

News Release

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## **AIDS Calgary presents the 2010 Scotiabank AIDS Walk for Life**

**Calgary, Alberta** – AIDS Calgary presents the 2010 Scotiabank AIDS Walk for Life on September 12, 2010 at Eau Claire Plaza. The goal of the Walk is to raise funds for AIDS Calgary’s support, prevention and education programs for those affected by, at risk for or living with HIV/AIDS in Calgary. On September 12th, an estimated 700 Calgarians - walkers, volunteers, entertainers, sponsors and staff – will unite in an effort to increase awareness of HIV/AIDS and to raise funds in support of AIDS Calgary programs.

“With over 40 teams already signed up, we’re well on our way to meeting our goal of 60 teams” remarks Simonne LeBlanc, Executive Director at AIDS Calgary. “Our walk just gets bigger and better every year. Last year we raised a record-breaking \$168,000 and we look forward to meeting and beating that number this year!” “The Walk is also a very important awareness raising event” notes LeBlanc “and we really encourage everyone to come down and join us whether they have raised \$5 or \$5,000.”

**WHERE:** Eau Claire Market, North Plaza  
200 Barclay Parade SW

**WHEN: Sunday, September 12, 2010**  
Registration: 10:00 – 11:30 am MT  
Opening Ceremony: 11:30 am – 12:00 pm MT  
Walk: 12:00 – 1:00 pm MT  
Lunch/Entertainment: 1:00 – 2:00 pm MT

Canada’s most important HIV/AIDS fundraising and awareness event is the annual Scotiabank AIDS Walk for Life. During this national event, cities and communities from across the country host Walks to raise funds for local services and programming and to increase awareness about HIV/AIDS. The Scotiabank AIDS Walk for Life has now raised over \$28 million for community-based HIV/AIDS service organizations since 1996 and has attracted over half a million participants.

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AIDS Calgary is a local not-for-profit AIDS service organization that offers support services to individuals who are affect by, at-risk for, or living with HIV/AIDS and provides prevention and education throughout the Calgary region.

**For more information, please contact:**  
Amanda Chapman, Communications Coordinator  
AIDS Calgary Awareness Association  
(403) 508-2500 ext. 120  
[achapman@aidscalgary.org](mailto:achapman@aidscalgary.org)