

August 11, 2006

MEDIA ADVISORY

Flag of Concern

Art Installation to reflect on the 8,000 deaths a day from AIDS

Calgary, Alberta – Volunteers in Calgary are working together to build an awareness campaign with a series of outreach activities enabling a wide cross section of the community to come together to ‘flag their concern’ on HIV/AIDS. The campaign culminates this week, in a powerful art installation of 8,000 flags, which represent the number of AIDS victims dying each day. This installation coincides with the International AIDS Conference August 13th-18th and will be displayed at Riley Park in Calgary.

Individuals in Calgary are putting their signature to this call for action by drawing images and leaving messages on thousands of flags that will contribute to a spectacular 8,000 flag installation in Calgary with similar installations in seven other Canadian cities as well as a collaborative installation made up from flags from each participating community will go up right outside the International AIDS Conference in Toronto.

Calgary volunteer project organizer, Allison Holmes said, “Bringing the Calgary community together to reflect on the lives lost every day to AIDS was a truly rewarding experience. We hope to help increase the awareness of HIV/AIDS in Calgary and internationally and that the flag installation will make a mark on our community and its members.”

PHOTO OPPORTUNITY REFLECTION CEREMONY AND FLAG DISPLAY

Date: August 14, 2006
Location: Riley Park, 800 12 St NW (South East Corner)
Time: 12:00 pm noon

The theme for the International AIDS Conference is Time to Deliver, an encouraging statement for governments to fulfill the global commitments that have been made. “If we all take the time to reflect and raise awareness about HIV/AIDS here in Calgary, we will be joining a country-wide call to action in the lead up to the conference in Toronto next week”, said Holmes.

This initiative is part of a Canada-wide project “Community Action on AIDS” with these awareness-raising activities being mirrored in seven other communities across Canada from Victoria to St Johns. For more information on how you can get involved, please contact AIDS Calgary at 403.508.2500 or visit our website which details this cross-country project at www.vida.ca.

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Community Action on AIDS in Africa is a partnership project between VIDEA (www.vida.ca), ICAD (www.icad-cisd.com), SOLID (www.solidsaltspring.com). Community Action on AIDS in Africa utilizes the upcoming International AIDS Conference in Toronto as a platform to create a cross Canada show of community based action on AIDS, Africa and gender. Working in the following eight communities; Victoria, Kelowna, Whitehorse, Calgary, Regina, Montreal, Kenora Ontario, and St Johns as well as Toronto, this project creates a strong diverse Canadian statement of community based concern and action on the AIDS pandemic.

AIDS Calgary is a local not-for-profit AIDS service organization that offers support services to individuals who are at-risk for, infected or affected by HIV/AIDS and provides prevention and education throughout the Calgary region. For more information, please contact AIDS Calgary at (403) 508-2500 or online at www.aidscalgary.org.

The International AIDS Conference (www.aids2006.org) is being held in Toronto this year from the 13th to the 18th August, it is the biggest ever world health gathering.