

March 20, 2006

MEDIA ADVISORY

Spring for Life

Mount Royal students Spring to Life for AIDS Calgary

- To:** Human interest print and broadcast media
- Re:** AIDS Calgary's Spring for Life campaign media launch
- Date:** Friday March 24, 2006
- Time:** 11:00 a.m.
- Location:** West Gate Entrance, Mount Royal College
4825 Richard Road S.W., Calgary
- Reason:** AIDS Calgary, in partnership with the Canadian Foundation for AIDS Research (CANFAR) and Mount Royal College public relations students launches the annual Spring for Life campaign to the media and general public. The Spring for Life campaign focuses on the sales of Gerbera daisies to raise both funds and awareness in the effort to end HIV/AIDS.
- Who:** Susan Cress, Executive Director, AIDS Calgary will be on hand to answer questions about the Spring for Life campaign and AIDS Calgary. There will be excellent photo opportunities available with Mount Royal Students group organizing the launch and flower sale campaign.

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Contact:

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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 check out our website at www.aidscalgary.org.

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