



MEDIA ADVISORY

TO: Assignment Editors/News Directors

WHAT: AIDS Calgary presents the 2007 AIDS Walk for Life, Sunday Sept. 23, 2007. The goal of the Walk is to raise funds in support of the education, outreach, prevention and support initiatives AIDS Calgary offers the community. On September 23rd, 2007, an estimated 1000 Calgarians - walkers, volunteers, entertainers, sponsors and staff - unite in an effort to increase awareness of HIV/AIDS and to raise funds to support AIDS Calgary's education, outreach and prevention programs along with support for people living with HIV/AIDS.

PHOTO OP: **Suzanne Fox** of Citytv and **Chad Martin** of VIBE 98.5 will be emceeing the event. In addition, **Alderman Madeline King**, **MLA Dave Taylor** (Calgary-Currie) and **MLA David Swann** (Calgary-Mountain View) will be speaking.

Bryon Callaghan, who rose over \$20,000 for last years Walk, will be presented with the 2007 Roger LeBlanc spirit award which recognizes individuals who have made an outstanding contribution in support of HIV/AIDS awareness in Calgary.

WHERE: Eau Claire Market, North Plaza.
200, Barclay Parade SW
Calgary, AB T2P 4R5

WHEN: Sunday, September 23rd, 2007
Registration and Check-In: **12:00 to 1:30 pm**
Warm-up: **1:45 pm**
Walk Begins: **2:00 pm**
Prize Awards/Roger LeBlanc presentation: **4:00 pm**

WHY: All proceeds from the 2007 AIDS Walk for Life Calgary will go directly to support, prevention and education programs for those affected and infected by HIV/AIDS in Calgary. AIDS Calgary provides support services for people at-risk for, living with and affected by HIV/AIDS, and provides HIV prevention and education for the entire community.

For more information, please contact:

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