



September 18, 2008

Media Advisory

TO: Assignment Editors/News Directors

WHAT: AIDS Calgary presents the 2008 Scotiabank AIDS Walk for Life, Sunday September 21, 2008. 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 21st, 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: **Susanne Fox** of Citytv will be emceeing the event. In addition, **Alderman John Mar, MLA Kent Hehr** (Calgary-Buffalo) and **Chief of Police Rick Hanson** will be speaking.

Mark Randall, a 12-year volunteer for AIDS Calgary, will be presented with the 2008 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

WHEN: Sunday, September 21st, 2008
Registration and Check-In: **9:00 – 10:30 am**
Warm-up: **10:55 am**
Walk Begins: **11:00 am**
Prize Awards/Roger LeBlanc presentation: **12:30 pm**

WHY: All proceeds from the 2008 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.

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.

For more information, please contact:

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