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November 17, 2011

MEDIA ADVISORY

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## DECEMBER 1<sup>ST</sup> IS WORLD AIDS DAY

- TO:** Assignment Editors/News Directors
- WHAT:** AIDS Calgary Awareness Association celebrates AIDS Awareness Week (Nov. 24 – Dec. 1) leading up to World AIDS Day on Thursday, Dec. 1, 2011. AIDS Calgary will mark the 23rd anniversary of World AIDS Day by launching the “Getting to Zero” campaign in Calgary.
- EVENTS:** 3:00pm – 6:00pm Join us for international appetizers, drop by to meet staff, learn about programs, and connect with others passionate about HIV issues. Take part in an informal passport event and learn about HIV in our community and around the world, collecting stamps, prizes, and knowledge along the way.
- PHOTO OPS:** Media interviews available throughout the day with Executive Director, Simonne LeBlanc
- WHERE:** Calgary Cares Centre  
110, 1603 – 10 Ave SW
- WHEN:** Thursday, December 1<sup>st</sup>, 2011
- WHY:** The international theme for World AIDS Day 2011 is “Getting to Zero”. Zero New HIV Infections, Zero Discrimination and Zero AIDS-related deaths. Learn how our innovative programs and services are making this goal a reality.

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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, Medicine Hat and Bow Valley regions. For more information, please contact AIDS Calgary at (403) 508-2500 or online at [www.aidscalgary.org](http://www.aidscalgary.org).

**To schedule a media interview please contact:**  
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