



August 27, 2008

Public Service Announcement

AIDS Calgary Presents the 2008 Scotiabank AIDS Walk for Life

The Walk will do us good

Calgary, Alberta – AIDS Calgary presents the 2008 Scotiabank AIDS Walk for Life on September 21, 2008 at Eau Claire Plaza. The goal of the Walk is to raise funds in support of the education, outreach, prevention and support initiatives AIDS Calgary offers the community. Every year an estimated 1000 Calgarians – walkers, volunteers, entertainers, sponsors and staff – unite in an effort to raise funds and increase awareness of HIV/AIDS.

Continuing the great tradition of competition between our provinces' two major cities, AIDS Calgary is competing in the first annual *Alberta Throwdown*. Calgary and Edmonton are stepping up their fundraising efforts in a friendly competition to see which Walk can raise the most money.

Whether you are walking, volunteering, or making a donation, you can make a difference in the fight against HIV/AIDS. Last year, the 2007 AIDS Walk for Life met its goal and raised over \$100,000! This year our goal is to raise \$110,000. All proceeds from the Walk go directly to support, prevention and education programs for those affected and infected by HIV/AIDS in Calgary. For more information visit www.calgaryaidswalk.com

WHERE: Eau Claire Market, North Plaza
200 Barclay Parade SW

WHEN: **Sunday, September 21, 2008**

Registration: 9:00 – 10:30 am
Opening Ceremonies: 10:30 – 11:00 am
Walk: 11:00 am – 12:00 pm
Lunch/Entertainment: 12:00 – 2:00 pm

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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