



## Getting to Zero

**For Immediate Release – November 17, 2011**

**Calgary, AB** - 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.

A national campaign supported by the United Nations, the “Getting to Zero” campaign promotes Zero New HIV Infections, Zero Discrimination, and Zero AIDS-Related Deaths. Join us to learn about how our innovative programs and services are making this goal a reality.

“We want to recognize that it’s the 30<sup>th</sup> anniversary of the first diagnosis of HIV/AIDS in North America. At ACAA we want to put a positive spin on this and celebrate the advancements of treatment, as well as the wonderful individuals [now passed on] who brought so much into the world.” says AIDS Calgary Executive Director, Simonne LeBlanc.

Visit AIDS Calgary at #110, 1603 – 10 Avenue SW between 3:00 – 6:00pm for international appetizers, drop by to meet staff, 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.

World AIDS Day seeks to increase public awareness about HIV/AIDS and focuses attention on what it means to live with HIV. AIDS Calgary continues to advocate for HIV education and prevention in addition to offering information, programs and services that support people living with, at-risk for, and affected by HIV/AIDS.

RSVP to [WorldAIDSDay@aidscalgary.org](mailto:WorldAIDSDay@aidscalgary.org).

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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).

**For more information, please contact:**

Jamie Schneider, Communications Coordinator  
AIDS Calgary Awareness Association  
(403) 508-2581  
[jschneider@aidscalgary.org](mailto:jschneider@aidscalgary.org)