



AIDS CALGARY
awareness association

AIDS Calgary Proud to Announce the Return of Calgary Cares March 23, 2007

Calgary, Alberta – The much anticipated event is back! Calgary Cares 2007, *Pulse*, will offer a heart-pounding evening in support of AIDS Calgary's HIV/AIDS awareness, education, prevention, and support programs. Calgary Cares is about breaking down walls, and exceeding people's expectations. The award winning event has pushed the limits to display bold creativity, and a high standard for which we are proud. Calgary Cares returns Friday, March 23, 2007 at 7:00 p.m.

Local media are invited to attend a preview of Calgary Cares at Fantino Fusion, 109 8th Avenue S.W., on Thursday, February 8, at 5:00 p.m. Please RSVP to Chris Huestis at chuestis@aidscalgary.org.

Calgary Cares 2007, *Pulse*, will be an evening packed with music, theatre, dance, and interpretation in support of HIV/AIDS awareness and prevention. This year, the elaborate fashion gala will include energetic music, spoken word poems, high fashion models and more, representing unity, love, life and eternity. The event brings together a wide cross section of the Calgary community including CEO's, students, heterosexuals, homosexuals, drag queens, single and married, young and old. The goal of the event is to break down the barriers surrounding the stigma and discrimination associated with HIV/AIDS.

Proceeds from Calgary Cares allow AIDS Calgary to provide programs and services for people at-risk for, living with and affected by HIV/AIDS, as well as education, outreach and prevention initiatives in the Calgary area.

Returning to the popular EPCOR CENTRE'S Jack Singer Concert Hall, Calgary Cares will be held Friday, March 23, 2007 at 7:00 p.m. Tickets are available online at www.calgarycares.ca, or by calling AIDS Calgary at (403) 508-2500.

-30-

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 additional information, please contact:

Chris Huestis, Communications Analyst
AIDS Calgary Awareness Association
(403) 508-2500 x 120
chuestis@aidscalgary.org