

## **Polyester and Prevention**

### Sweet success for Calgary Cares 2008 Sweet 70's

CALGARY, AB – Disco fever swept across the city last weekend, as AIDS Calgary presented the 14<sup>th</sup> edition of their gala fundraiser, *Calgary Cares 2008 – Sweet 70's* on Saturday, March 29, 2008. Calgary Cares 2008 was a night where life and love traveled back in time, and the decade changed before everyone's eyes.

Over 1000 attendees from all walks of life – gay, straight, young, old, men, women, and transgendered - were transported back in time from the moment they walked through the door. "This award-winning event is unlike any other in Calgary, and I'm very proud of how far Calgary Cares has progressed over the years," said Susan Cress, Executive Director of AIDS Calgary. "It continues to be a provocative and world-class event, and what makes me even more proud is that the event is volunteer-based".

Over 100 talented volunteers demonstrated their compassion by working together to create a magnificent show offering attendees a groovy, outrageous fusion of theatre and fashion, all cumulating to an electric disco dance party.

"This year's theme 'Sweet 70's' was especially compelling as it took us back to a time of love and compassion, and also a time of innocence before our world was rocked by the HIV/AIDS epidemic," said Cress, "As AIDS Calgary enters its 25<sup>th</sup> year of serving the Calgary community, it is fitting to reflect on the passing of time and the progress of AIDS Calgary and Calgary Cares."

Although the performance was free-spirited, and at times hot and sexy, there was a feeling of something deeper underneath it all. Ultimately the underlying message was one of compassion and a deeper understanding of HIV/AIDS and how it has affected people's lives in our community and around the world.

Despite the event taking place following a holiday weekend, Calgary Cares experienced record support from the community, raising over \$205,000.00 in support of AIDS Calgary. "As our largest fundraising event, Calgary Cares plays an important role in our agency's sustainability. The money raised by this event, as well as the tremendous rally of support within the community, is vital in enabling our agency to continue to provide support, prevention and education services," explained Cress, "We're extremely grateful to the many volunteers, donors, sponsors and ticket buyers for all their support. This event, the money and awareness it raises for AIDS Calgary, couldn't happen without them."

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**Media contact:**

Corey McKeown  
Team Leader, Development, AIDS Calgary

Phone: (403) 508-2500 ext. 111  
Cell: (403) 993-5352

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 area. Our mission is to reduce the harm associated with HIV and AIDS for all individuals and communities in the Calgary region.