



\$50,000 Campaign Kick Start for AIDS Calgary

For Immediate Release – February 9, 2009

Calgary, AB – Twisted Element club owners, RJ Fafard and Cliff Andrews, are known in the community as leaders for giving away their money, time and influence. In May of 2008, RJ and Cliff attended an AIDS Calgary Open House that provided the spark of what has flamed into a strong relationship and a major giving opportunity.

AIDS Calgary is launching a fundraising campaign to raise \$1,000,000 over two years. “Everyone, Everywhere, Everyday” is a campaign to raise funds for prevention and education activities, enhancing the quality of life for people living with HIV/AIDS, and addressing stigma and discrimination in the community.

In these difficult economic times, Fafard and Andrews did not hesitate to step forward and pledge \$50,000 to kick start the campaign. “It is our moral responsibility and duty to support AIDS Calgary” says Fafard. “If we wait for others to do it, it won’t get done. In the early eighties it was the gay community that rallied to take action to the epidemic”.

This major donation is one of the largest single occasion private donations in AIDS Calgary’s history. As leaders in the GLBT community “we hope that others will be inspired by RJ and Cliff’s generosity” says AIDS Calgary Development Team Leader, Corey McKeown. “These two men have ensured that stable funding is available for important programs such as our Holiday Hamper Program and Greenbough Fund. We are overwhelmed by their generosity.”

- 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 more information, please contact:

Amanda Chapman, Communications Analyst
AIDS Calgary Awareness Association
(403) 508-2500 ext. 120
achapman@aidscalgary.org