



MEDIA ADVISORY

- TO:** Assignment Editors/News Directors
- WHAT:** AIDS Calgary will be kicking off our 2007 AIDS Walk for Life at Eau Claire Plaza next week. The goal of the Walk is to raise funds in support of the education, outreach, prevention and support initiatives AIDS Calgary offers the community. On September 23rd, 2007, an estimated 1000 Calgarians - walkers, volunteers, entertainers, sponsors and staff - unite in an effort to increase awareness of HIV/AIDS and to raise funds to support AIDS Calgary's education, outreach and prevention programs along with support for people living with HIV/AIDS.
- PHOTO OP:** AIDS Walk for Life committee members will be present, with classic cars.
- WHERE:** Eau Claire Market, North Plaza.
200, Barclay Parade SW
Calgary, AB T2P 4R5
- WHEN:** Wednesday, Sept. 5, 2007, 11:00 a.m. to 12:00 p.m.
- WHY:** All proceeds from the 2007 AIDS Walk for Life Calgary will go directly to support, prevention and education programs for those affected and infected by HIV/AIDS in Calgary. AIDS Calgary provides support services for people at-risk for, living with and affected by HIV/AIDS, and provides HIV prevention and education for the entire community.

For more information, please contact:

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