



AIDS CALGARY
awareness association

MEDIA ADVISORY

- TO:** Assignment Editors/News Directors
- WHAT:** The media launch for Calgary Cares 2008 – Sweet 70's. FFWD readers voted Calgary Cares the Best Fundraising Event in 2007, and for good reason. Calgary Cares is an event like no other. The attendees of this gala are entertained by theatrical, fanciful and provocative performances from some of Calgary's best dancers and artists..
- PHOTO OP:** Dancers from Calgary Cares will be performing a piece from the show. Staff from AIDS Calgary, including executive director Susan Cress will be in attendance.
- WHERE:** The Mercury Lounge
101, 550 17th Avenue SW
Calgary, AB
- WHEN:** Thursday, Feb. 28, 2008, 5:30 p.m.
- WHY:** Calgary Cares is AIDS Calgary's signature fundraising event. In addition to enjoying an award winning, dynamic show, attendees help us provide prevention, education and outreach services to the Calgary community.

For more information, please contact:

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