

August 30, 2006

NEWS RELEASE

Walking back to school

AIDS Calgary looks to youth to support the 2006 Walk for Life

Calgary, Alberta – AIDS Calgary Awareness Association is gearing up for the annual Walk for Life Calgary, which is less than a month away – on September 24, 2006. Aiming at reaching out and increasing awareness of HIV/AIDS amongst more of our city's youth, the Walk for Life is going back to school this August 30, 2006.

AIDS Calgary will be kicking off its Walk for Life marketing efforts targeted towards youth, at Sunridge Mall during the back to school shopping rush. The goal of the walk is to raise funds in support of the education, outreach, prevention and support initiatives AIDS Calgary offers the Calgary community. Programs like Speaker's Network educate junior high and high school students about HIV/AIDS in the classroom, and YouthXChange hits the streets to talk to youth about HIV/AIDS at places where they hang out.

"I think it is absolutely imperative to educate youth about the realities of HIV/AIDS. Making healthy choices is important for everyone, as prevention is the only cure," Susan Cress, Executive Director, AIDS Calgary.

This year, the Walk for Life Calgary aims at reaching out to youth to provide health information along with engaging youth to get involved in the walk. Some of the added perks this year are the prizes to be won including a chance to win an Xbox 360 or a West49 prize pack. The youth who raises the most money for the walk will be named Top Youth and awarded the Xbox 360.

Media Launch – Walk for Life official kick-off

Date: Wednesday, August 30, 2006

Time: 11:00 a.m.

Location: Sunridge Mall, 2525 - 36th Street NE
Community Booth located in front of the Bay

Last year Walk for Life Calgary raised over \$80,000 for AIDS Calgary's programs and services and this year aims to raise \$85,000. AIDS Calgary Staff and volunteers are eager to see an increase in participation from people of all ages. To date, the Walk has raised 14 per cent of its goal, and with one month to go until the official day of the event, they are holding a positive attitude that this year they will meet or even exceed their goal.

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AIDS Calgary is a local not-for-profit AIDS service organization that offers education, outreach, prevention and support services to people at-risk for, living with or affected by HIV/AIDS, throughout the Calgary region. For more information, please contact AIDS Calgary at (403) 508-2500 or online at www.aidscalgary.org.

For more information:

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