



**AIDS CALGARY**  
awareness association

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**September 1, 2009**

**News Release**

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## **AIDS Calgary presents the 2009 Scotiabank AIDS Walk for Life**

**Calgary, Alberta** – AIDS Calgary presents the 2009 Scotiabank AIDS Walk for Life on September 20, 2009 at Eau Claire Plaza. 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 20th, an estimated 600 Calgarians - walkers, volunteers, entertainers, sponsors and staff – will unite in an effort to increase awareness of HIV/AIDS and to raise funds in support of AIDS Calgary programs.

All proceeds from the Walk go directly to support, prevention and education programs for those affected and infected by HIV/AIDS in Calgary. “The programs are so vital to the people that are living with HIV/AIDS and the education that AIDS Calgary helps to provide is essential to stopping the spread of the disease” said Calvin Campbell, a team captain who is walking for his third year.

Campbell’s team has stepped up their fundraising, with a goal that doubles what they raised in 2008. And they’re not the only ones. “We have seen incredible growth in our walker’s fundraising efforts the past few years” remarks Susan Cress, Executive Director at AIDS Calgary, “last year was a record event for us and we hope to build on that momentum this year.” “This year our goal is to raise \$130,000” says Cress.

**WHERE:** Eau Claire Market, North Plaza  
200 Barclay Parade SW

**WHEN:** **Sunday, September 20, 2009**

Registration: 10:00 – 11:30 am MT  
Opening Ceremonies: 11:30 am – 12:00 pm MT  
Walk: 12:00 – 1:00 pm MT  
Lunch/Entertainment: 1:00 – 2:00 pm MT

Canada’s most important HIV/AIDS fundraising and awareness event is the annual Scotiabank AIDS Walk for Life. During this national event, cities and communities from across the country host Walks to raise funds for local services and programming and to increase awareness about HIV/AIDS. The Scotiabank AIDS Walk for Life has now raised close to \$28 million for community-based HIV/AIDS service organizations since 1996 and has attracted over half a million participants.

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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:**

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