



News Release

AIDS Walk for Life 2007: The Walk Will Do Us Good

OTTAWA, September 12, 2007 – Beginning September 16, communities across Canada are called to show their solidarity for people living with HIV/AIDS by participating in the 2007 AIDS Walk for Life to be held from September 16 – 23.

The AIDS Walk for Life is Canada's most important HIV/AIDS fundraising and awareness event. "With approximately 61,000 Canadians living with HIV/AIDS, it's important to acknowledge the impact HIV/AIDS has in our country," explains Monique Doolittle-Romas, Executive Director of the Canadian AIDS Society (CAS). "This event is the one time of the year when we are able to fully engage the general public on issues surrounding HIV/AIDS in Canada and offer direct support to those within our communities living with HIV/AIDS."

With a fresh new look for the 2007 AIDS Walk for Life, it is hoped this year's campaign will generate increased awareness of HIV/AIDS in Canada. The look is part of a strategy to engage HIV-positive Canadian artists directly in the promotion of the annual event. "This new direction enables Canadian artists to relate their own experience with HIV/AIDS and to express themselves through their art," says CAS Board Chair, Gail Flintoft. "An important part of our mandate is supporting the Greater Involvement of People Living with HIV/AIDS (GIPA) principles and this commitment advances that mandate," she adds.

This year's campaign features artwork entitled *My Thinking Cap (Life with HIV)* by acclaimed Vancouver artist *joe average*. Through his colourful self-portrait, *joe* conveys his personal experience of living with HIV/AIDS. Canadian artists living with HIV/AIDS are encouraged to visit aidswalkforlife.ca by December 31, 2007, to submit artwork to be considered for next year's campaign.

Funds generated by the Walk remain in the communities in which they were raised, going directly to AIDS service organizations that offer prevention, care, education, and support programs for people living with and affected by HIV/AIDS. "In an environment where there is a lot of fiscal uncertainty, this year more than ever, the Walk will do us good as local AIDS organizations rely on this important source of funding to offer services so vital to people living with HIV/AIDS," states Doolittle-Romas.

For more information on the AIDS Walk for Life, to donate, or to register, please visit aidswalkforlife.ca.

The Canadian AIDS Society and its partners thank the following national corporate sponsors for their ongoing assistance in making the AIDS Walk for Life a success:

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www.aidswalkforlife.ca

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The AIDS Walk for Life is a project of the Canadian AIDS Society in partnership with the British Columbia Persons with AIDS Society, the AIDS Committee of Toronto, and community-based AIDS organizations across Canada.

Canadian AIDS Society

The Canadian AIDS Society is a national coalition of over 125 community-based AIDS organizations from across Canada. Dedicated to strengthening the response to HIV/AIDS across all sectors of society, we also work to enrich the lives of people and communities living with HIV/AIDS. We accomplish this by advocating on behalf of people and communities affected by HIV/AIDS, facilitating the development of programs, services, and resources for our member groups, and providing a national framework for community-based participation in Canada's response to AIDS.

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