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Investing in Communities: The AIDS Walk for Life Shares National Sponsorship Funds with Local HIV/AIDS Organizations

The AIDS Walk for Life is pleased to announce that it will distribute approximately \$15,000 to ten AIDS Service Organizations (ASOs) as part of the new Incentive Fund Program intended to support local organizations that organize their own local Walks.

After raising over \$1.73 million in 2007 and attracting approximately 14,000 participants in 54 events across the country, the AIDS Walk for Life has had yet another successful year. As Canada's largest national community-based HIV/AIDS awareness and fundraising event, the AIDS Walk for Life has now raised over \$27.5 million for community-based HIV/AIDS service organizations since 1996 and has attracted over half a million participants. Given the Walk's success, a new program is being introduced to celebrate the success with local Walk sites.

Each year, under the newly established Incentive Fund, the Walk's national corporate sponsorship money will be divided among the local AIDS service organizations that hosted the most successful AIDS Walk for Life events. The top ten sites are identified based on their success at raising pledges for local programs and services through the Walk, as well as raising awareness about HIV/AIDS by attracting participants to the event. The Fund will enable host organizations to enhance the operation of their local AIDS Walk for Life by providing additional money for marketing, communications and logistics, which will further strengthen participation and fundraising the following year.

"Eager to build on an incredibly successful year for the AIDS Walk for Life, we are always looking for ways to further support ASOs across Canada," says Monique Doolittle-Romas, Executive Director of the Canadian AIDS Society. "We are very excited to introduce this new and beneficial program to assist our partner Walk sites!"

Thrilled with the news, Debby Warren, Executive Director of SIDA-AIDS Moncton says, "The Incentive Fund will help us invest more resources in our Walk next year. This will mean more awareness, more participants, and more funds raised to support local programs and services."

"It's great to see the Walk's national corporate support being shared in such a direct manner," explains Kim Dolan, Executive Director of PARN - Your Community AIDS Resource Network. "This really demonstrates the National Walk Partners' strong commitment to supporting and developing the AIDS Walk for Life in communities from coast to coast."

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www.aidswalkforlife.ca

www.marcheactionsida.ca

ALL AIDS WALK FOR LIFE PROCEEDS SUPPORT DIRECT SERVICES FOR PEOPLE LIVING WITH AND AFFECTED BY HIV/AIDS IN YOUR COMMUNITY.

TOUS LES PROFITS DE LA MARCHÉ ACTION SIDA SERVENT À SOUTENIR DES SERVICES DIRECTS, DANS VOTRE COMMUNAUTÉ, POUR LES PERSONNES VIVANT AVEC LE VIH/SIDA OU AUTREMENT AFFECTÉES.

The AIDS Walk for Life would like to congratulate the following recipients of the 2007 Incentive Fund disbursements:

Calgary, AB	AIDS Calgary Awareness Association
Ottawa, ON	Bruce House (along with 8 other AIDS service organizations serving Ottawa)
Edmonton, AB	HIV Network of Edmonton Society
Halifax, NS	AIDS Coalition of Nova Scotia (ACNS)
London, ON	AIDS Committee of London (ACOL), Camp Wendake, and the John Gordon Home
Peterborough, ON	PARN - Your Community AIDS Resource Network
Hamilton, ON	The AIDS Network - Hamilton
Northern Nova Scotia	Northern AIDS Connection Society (NACS)
Moncton, NB	SIDA AIDS Moncton
Thunder Bay, ON	AIDS Thunder Bay

We would like to take this opportunity to thank all those who supported the 2007 AIDS Walk for Life. We are grateful for the amazing support we have received from Walkers, volunteers, and donors across Canada. Your ongoing dedication and support is greatly appreciated. And we must pay special tribute to our generous national corporate sponsors who have made the Incentive Fund possible:

Lead Sponsor:	Molson
Platinum Sponsor:	Santa Margherita
Gold Sponsor:	Scotiabank
Silver Sponsors:	Abbott Virology, Canpar, Gilead, Merck Frosst
Bronze Sponsors:	Bristol-Myers Squibb, Pfizer
Media Partners:	Maclean's Magazine, Marketwire, Outlooks Magazine

AIDS Walk for Life

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.

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