



AIDS WALK FOR LIFE *The Walk will do us good.* **MARCHE ACTION SIDA** *La Marche nous fera du bien.*



News Release

Scotiabank AIDS Walk for Life 2008: Moving from Chaos to Clarity

OTTAWA, September 10, 2008 – Support the movement from chaos to clarity by joining the 2008 Scotiabank AIDS Walk for Life! The annual Walk in support of community programs and services for people living with HIV/AIDS will be held in communities across Canada from September 14 - 21.

With Morgan McConnell's *The Nest* selected as this year's official image, the Scotiabank AIDS Walk for Life is all about creating clarity from chaos and providing hope to the 58,000 people across Canada living with HIV/AIDS. "Chaos is fundamentally caused by misunderstanding, and HIV/AIDS is one of the most misunderstood and misrepresented infections affecting Canadians today," says Monique Doolittle-Romas, Executive Director of the Canadian AIDS Society. "The Scotiabank AIDS Walk for Life helps increase awareness about HIV/AIDS and dispels the many myths surrounding the virus."

Participating in the Scotiabank AIDS Walk for Life sends a clear message of hope and support for Canadians living with or affected by HIV/AIDS by offering much-needed funds to support community programs, from prevention and education, to care, support and treatment for those living with, affected by and at risk of HIV/AIDS. All proceeds from the Walk are directed to the communities in which they are collected.

In the past year, 2,518 Canadians were newly infected, with 34 people having died of AIDS. "This next generation of Canadians has grown up to believe that HIV/AIDS is a manageable disease, contributing to a general sense of complacency," says Gerry McConnery, Chair of the Canadian AIDS Society. "We need to inform, educate and nurture our future generations, so that they will be better able to understand HIV/AIDS and counter the many social issues at the root of the epidemic."

Be a leader in the HIV/AIDS movement by participating in the Scotiabank AIDS Walk for Life in your community. To learn how, visit: www.aidswalkforlife.ca.

The Canadian AIDS Society and its partners thank the following national sponsors for helping to make the 2008 Scotiabank AIDS Walk for Life a success.

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Scotiabank AIDS Walk for Life

The Scotiabank 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. During the national week-long event, cities and communities from across the country host Walks to raise funds for local services and programming and to raise awareness about HIV/AIDS. As Canada's most important HIV/AIDS awareness and fundraising event, 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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