



MEDIA ADVISORY: LOS ANGELES KICKS OFF SOUTHERN CALIFORNIA'S LARGEST AIDS FUNDRAISER AS HIV INCIDENCE HITS ALL-TIME HIGH

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WHAT: 24th annual AIDS Walk Los Angeles (AWLA)

WHEN: Sunday, October 19, 2008

8:30 a.m. Media Check-In Open (Backstage left)
9:00 a.m. Aerobic Warm-Up on Main Stage on San Vicente Boulevard
9:15 a.m. Opening Ceremony on Main Stage on San Vicente Boulevard
9:55 a.m. Backstage Photo/Interview Opportunities with Celebrities and Elected Officials
10:00 a.m. Walk Begins

WHO: Confirmed celebrity hosts include: **Sean Astin** (The Lord of the Rings, Rudy), **Linda Cardellini** (ER), **Tony® Winner Alan Cumming** (Cabaret, X2: X-Men United), **Loretta Devine** (Eli Stone, Grey's Anatomy), **Rachel Griffiths** (Brothers & Sisters) and **Brooke Smith** (Grey's Anatomy). **John Schneider** (Chicago, Smallville) will close the Opening Ceremony with his performance of "You'll Never Walk Alone," the AIDS Walk anthem. **Los Angeles Mayor Antonio Villaraigosa** will speak about the current HIV/AIDS crisis in Los Angeles and about the vital work of lead beneficiary **AIDS Project Los Angeles**.

WHERE: West Hollywood Park: San Vicente Boulevard between Santa Monica Boulevard and Melrose Avenue. Venue map: <http://www.aidswalk.net/losangeles/eventinfo/maps.html>.

General Media Parking: Cedars-Sinai Medical Towers, 3rd Street & Sherbourne. Travel westbound on 3rd and turn right on Sherbourne. *Shuttle Service to the venue provided.*

Broadcast Crew Parking: Koontz Hardware, 8914 Santa Monica Boulevard. Travel northbound on Robertson and enter at Robertson Boulevard and Melrose Avenue. Take the last right before Santa Monica Boulevard (unmarked alley) to parking lot. **Note: This lot is covered.**

MORE: Today, an estimated 60,000 people are living with HIV/AIDS in Los Angeles County -- with five new infections occurring each day. Nationally, new HIV infections are 40 percent higher than previously believed and the number of people living with HIV in the U.S. has hit an all-time high. Gay men, minorities and young people remain at heightened risk.

AIDS Walk Los Angeles: Since 1985, AIDS Walk Los Angeles has raised nearly \$60 million for HIV programs and services throughout Los Angeles County, and has grown into one of the largest AIDS fundraising events in the country. In 2007 alone, 30,000 participants, many of whom were members of 1,300 corporate and community teams, raised a record sum of more than \$3.9 million for AIDS Project Los Angeles (APLA) and over a dozen other AIDS service organizations. For more information, visit aidswalk.net.

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