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## **HILARY DUFF STEPS OUT FOR AIDS WALK NEW YORK**

**ACTRESS/SINGER FILMS PUBLIC SERVICE ANNOUNCEMENT,  
FORMS FUNDRAISING TEAM, AND COMMITS TO APPEARING AT EVENT ON  
SUNDAY, MAY 17**

**ON THURSDAY, MAY 14, MS. DUFF TO LIGHT THE EMPIRE STATE BUILDING RED  
IN HONOR OF AIDS WALK NEW YORK**

April 29, 2009, New York, NY – Gay Men's Health Crisis (GMHC) and AIDS Walk New York (AWNY) announce today acclaimed actress Hilary Duff's involvement in this year's event. "We are honored to have one of Hollywood's leading young stars become involved in the AIDS Walk" said Dr. Marjorie Hill, GMHC's Chief Executive Officer. "Ms. Duff has a strong following, and has made community involvement a cornerstone of her stardom. We are grateful that she is bringing her energy to the AIDS Walk," she added. Prior to the event, Ms. Duff will appear in Public Service Announcements (PSA's) and light the Empire State Building Red to commemorate the AIDS Walk in a ceremony on Thursday, May 14. Ms. Duff has also launched her own AIDS Walk New York fundraising team, "Hilary Duff – Walk with Love". She will co-host the Opening Ceremony in Central Park on Sunday, May 17, and walk with her team on the morning of the event.

Craig R. Miller, Founder and Producer of AIDS Walk New York, sees Ms. Duff's participation as an opportunity to mobilize young people to become active in the fight against AIDS. "There are things we can all do to confront the AIDS crisis in New York and throughout the United States. Ms. Duff's PSA, and a variety of other communications, shares important, yet simple ways for young people to get involved in the AIDS Walk and protect their own health" said Miller. In the PSA, the central message that Ms. Duff conveys is that "You can get tested, you can protect yourself, and you can *Walk*." The PSA will air on a variety of cable outlets in the tri-state area, and

is being distributed virally online via the AIDS Walk website, [hilarityduff.com](http://hilarityduff.com), Facebook, Myspace, Youtube and other sites.

"We have a responsibility to educate young people about HIV/AIDS. So when I hear about how more young people are getting HIV because they don't understand the risks of infection, it just seems so tragic and avoidable. I'm fortunate to have the type of relationship that I do with my fans - I can ask them to participate in their communities and I receive a great response," said Ms. Duff. "I am grateful that so many of them have decided to join me by donating to the AIDS Walk and even walking with me," she added.

**About Gay Men's Health Crisis:** Gay Men's Health Crisis (GMHC) is a not-for-profit, volunteer-supported and community-based organization committed to national leadership in the fight against AIDS. We provide prevention and care services to more than 15,000 men, women and families that are living with, or affected by, HIV/AIDS in New York City, and advocate for scientific, evidence-based public health solutions for hundreds of thousands worldwide. Our Mission: GMHC fights to end the AIDS epidemic and uplift the lives of all affected. For more information, please visit [www.gmhc.org](http://www.gmhc.org).

**About AIDS Walk New York:** Since 1986, AIDS Walk New York has raised more than \$100 million for HIV programs and services in the tri-state area, and has grown into the largest AIDS fundraising event in the entire world. In 2008 alone, 45,000 participants, many of whom were members of 2,400 corporate and community teams, raised a record sum of more than \$7.3 million for Gay Men's Health Crisis (GMHC) and 50 other tri-state area AIDS service organizations. For more information, please visit, [www.aidswalk.net/newyork](http://www.aidswalk.net/newyork).

**About MZA Events:** AIDS Walk New York was founded in 1986 by Craig R. Miller and his organization of activists, MZA Events. Miller is the originator of the AIDS Walk fundraising model and has raised more than \$350 million for leading AIDS charities nationwide. For more information, please visit [www.mzaevents.com](http://www.mzaevents.com).

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