



FOR IMMEDIATE RELEASE

Press Contacts:

Krishna Stone, Gay Men's Health Crisis:
(212) 367-1216 or krishnas@gmhc.org

Colin Weil, MZA Events
(917) 887-7487 or colinw@mzaevents.com

**HILARY DUFF TO LIGHT EMPIRE STATE BUILDING
COMMEMORATING 24th ANNUAL AIDS WALK NEW YORK**

**EMPIRE STATE BUILDING'S LIGHTS TO GLOW RED
IN HONOR OF WORLD'S LARGEST AIDS FUNDRAISING EVENT**

LIGHTING CEREMONY:

THURSDAY, MAY 14

12 NOON – 12:15 P.M.

PRESS OPPORTUNITIES IMMEDIATELY FOLLOWING THE CEREMONY

New York, NY, May 12, 2009 – Gay Men's Health Crisis (GMHC) and AIDS Walk New York (AWNY) announced today that the Empire State Building's famed floodlights will soon honor the 24th annual AIDS Walk New York.

On Thursday evening, May 14, beginning at dusk, the world-famous spire will glow red to kick off the AIDS Walk weekend. Special guest Hilary Duff will lead a Lighting Ceremony in the lobby of the Empire State Building. The event will begin at 12 p.m. and last for about 15 minutes. During the ceremony, Ms. Duff will throw a prop switch to illuminate a scale model of the Empire State Building in the building's lobby for members of the media and invited guests.

On Sunday morning, May 17, Ms. Duff will also co-host the AIDS Walk Opening Ceremony in Central Park, and will then walk with her team "Hilary Duff – Walk with Love." Additionally, she also appears in public service announcements and a variety of other AIDS Walk communications focusing on prevention and encouraging New Yorkers to register for the event. "In tough times, it's even more important for people to get involved," says Duff. She continues, "Everyone should find a cause they believe in whether it is something in your local community or something as big a global issue as AIDS."

“From sunset to midnight on Thursday, New Yorkers will see the solid red color, synonymous with AIDS awareness, beaming from the building. The red lights will serve as a reminder that AIDS is still a matter of great urgency in New York and throughout the United States,” said Dr. Marjorie J. Hill, Ph.D., Chief Executive Officer of GMHC, the world’s first AIDS organization and AIDS Walk New York’s primary beneficiary.

“The lighting will also honor hundreds of thousands of walkers and donors who have participated in the AIDS Walk over the event’s 24-year history” said Craig R. Miller, Founder & Producer of AIDS Walk New York. “As one of the largest, most esteemed, and most diverse public events in New York City, we are so proud that the Empire State Building has again chosen to recognize and promote the vital work of GMHC and AIDS Walk New York,” Miller added. This is the third year the event has been so-honored.

About Empire State Building: Soaring 1,454 feet above Midtown Manhattan, the Empire State Building is the "World's Most Famous Office Building." With new investments in infrastructure, public areas and amenities, the Empire State Building has attracted first-rate tenants in a diverse array of industries from around the world. The skyscraper's robust broadcasting technology supports all major television and FM radio stations in the New York metropolitan market. The Empire State Building was recently named America's favorite building in a poll conducted by the American Institute of Architects.

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.

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 become the largest AIDS fundraising event in the 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 million for Gay Men’s Health Crisis (GMHC) and 40 other tri-state area AIDS service organizations. For more information, please visit 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, which has raised more than \$350 million for leading AIDS charities nationwide. For more information, please visit www.mzaevents.com.

###