



AIDS WALK SAN FRANCISCO – MEDIA ADVISORY ***UPDATED***

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NORTHERN CALIFORNIA'S LARGEST AIDS FUNDRAISER STEPS UP TO TACKLE AMBITIOUS GOALS

FIRST-EVER NATIONAL AIDS STRATEGY CALLS ON AIDS ORGANIZATIONS TO HELP REDUCE NEW INFECTIONS, ENSURE ACCESS TO CARE AND ADDRESS HIV/AIDS HEALTH DISPARITIES

24TH AIDS WALK SAN FRANCISCO | SUNDAY, JULY 18, 2010 | GOLDEN GATE PARK

San Francisco, CA, July 16, 2010 – This Sunday, July 18, an estimated 25,000 Bay Area supporters will gather in Golden Gate Park for the 24th annual AIDS Walk San Francisco (AWSF). Since 1987, AWSF has raised more than \$73 million to fight HIV/AIDS, and organizers expect to deliver millions more on Sunday.

This week, the White House announced the first-ever National HIV/AIDS Strategy, setting the stage for a dramatic and coordinated response to the domestic AIDS crisis. The historic plan addresses three goals set by President Obama: reduce new infections, ensure access to care, and address HIV/AIDS health disparities. It calls on community-based organizations like AWSF beneficiaries to deliver the critical work on the front lines, and much of that work is funded through events like AWSF. The announcement follows more than three years of advocacy efforts by San Francisco AIDS Foundation and many others who refuse to accept AIDS as inevitable.

The massive fundraising of AIDS Walk supports the work of San Francisco AIDS Foundation and dozens of other important AIDS service organizations. Proceeds will help the foundation achieve its ambitious goals to reduce new HIV infections by 50%, ensure that all Bay Area residents know their current HIV status, and make certain that all HIV-positive people in the Bay Area receive proper care.

EVENT SCHEDULE: AIDS Walk is on – RAIN or SHINE – Sunday, July 18!

8:30 a.m. MEDIA CHECK-IN: All media can check in to the left of the AIDS Walk stage in Sharon Meadow. Satellite vans and trucks must enter the park at Martin Luther King Drive off Kezar. Vans and trucks can be parked in the Sharon Arts lot on Bowling Green Drive. Any media requiring parking must RSVP to Molly Lorenz at (415) 615-9255 or mollyl@aidswalk.net by **3 p.m., Friday, July 16.**

General Sign-In for the event is in Sharon Meadow at the intersections of Kezar Drive and Kennedy Drive.

Venue map: <http://www.aidswalk.net/sanfran/eventinfo/maps.html>

9:45 a.m. AIDS WALK OPENING CEREMONY (at the stage in Sharon Meadow):

Special Guests who will speak at the Opening Ceremony include: **Marilyn Henner** (Taxi), **Dan Ashley** (ABC-7), **Fernando and Greg** (Energy 92.7, "Fernando & Greg in the Morning"), and **Barbara Kimport** (Interim CEO, San Francisco AIDS Foundation).

Special Musical Performances by: **Members of the cast of "Wicked,"** singing "For Good" from the hit musical, and **Shuler Hensley** ("Young Frankenstein") will sing Rodgers and Hammerstein's "You'll Never Walk Alone."

Elected Officials expected to attend include: State Senate Assistant President pro Tempore **Leland Yee, Ph.D**; State Senator **Mark Leno**; San Francisco Treasurer **José Cisneros**; San Francisco Supervisor **Ross Mirkarimi**; and San Francisco Recreation and Park Commissioner **Mike Sullivan**.

→Best availability for photos and interviews: backstage immediately following the Opening Ceremony

10:30 a.m. AIDS WALK BEGINS: Walkers step out onto the route through Golden Gate Park.

12:30 p.m. POST-WALK CONCERT (at stage): Performances to include **Brad Wolfe and the Moon; Del Mars; Luvhed;** and **Vessels of Voices**, a workshop of San Francisco AIDS Foundation's "Black Brothers Esteem" program.

FREE & CONFIDENTIAL HIV TESTING (behind stage area): Sponsored by Brown and Toland, administered by Tenderloin Health.

BENEFITING ORGANIZATION FAIR (at Hippie Hill below the Star Walker tents)

KIDZONE (near the carousel)

2:30 p.m. ANNOUNCEMENT OF FUNDRAISING TOTAL (at stage)

Walker registration information: For information about participating in or making a contribution to AIDS Walk San Francisco, please call 415-615-WALK (9255) or visit www.aidswalk.net/sanfran.

About San Francisco AIDS Foundation: San Francisco AIDS Foundation works to ensure the HIV epidemic ends in the same city where it began. By combining innovative, evidence-based programs for HIV prevention and care with bold policy initiatives focused on issues ranging from harm reduction to total health and wellness, the agency is making sustainable progress against HIV among populations most vulnerable to the disease. Established in 1982, San Francisco AIDS Foundation refuses to accept that HIV transmission is inevitable. For more information, please visit www.sfaf.org.

About AIDS Walk San Francisco: Since 1987, AIDS Walk San Francisco has raised more than \$73 million for HIV programs and services in the Bay Area, and has grown into the largest AIDS fundraising event in Northern California. AIDS Walk San Francisco has become a Bay Area tradition, bringing together tens of thousands of

participants and volunteers; hundreds of corporate, community, and friends and family teams; and hundreds of thousands of donors from the Bay Area and across the country. The event benefits San Francisco AIDS Foundation and more than 59 other Bay Area AIDS service organizations. For more information, visit www.aidswalk.net/sanfran.

About MZA Events: AIDS Walk San Francisco was founded in 1987 by Craig R. Miller and his organization of activists, MZA Events. Miller is the AIDS Walk originator and has produced hundreds of public service campaigns and fundraising events, generating more than \$350 million for the major AIDS organizations throughout the country. For more information, please visit www.mzaevents.com.

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