



****FOR IMMEDIATE RELEASE****

Contacts:

Ben Fordham
AIDS Walk San Francisco
415.615.9255 (o)/213.590.6918 (c)
benf@aidswalk.net

Henry Lucero
Project Inform
415.548.0678
hlucero@projectinform.org

**AIDS WALK FUNDRAISING SURPASSES LAST YEAR
WITH \$2.27 MILLION RAISED FOR BAY AREA ORGANIZATIONS**

SAN FRANCISCO, July 19, 2015 – Thousands of people gathered in Golden Gate Park in a powerful outpouring of support for AIDS Walk San Francisco (AWSF) and the organizations that benefit from it. The amount raised climbed above last year's total in a promising reversal following a years-long downward trend in AIDS fundraising throughout the country.

The landmark community event raises funds for Project Inform and a coalition of 42 Bay Area AIDS service organizations. These groups provide direct support for people living with HIV/AIDS, vital HIV prevention services, and critical advocacy efforts to end the epidemic.

AIDS Walk Founder and Senior Organizer, Craig R. Miller, spoke to the year's successes at the event's Opening Ceremonies. "This has been a remarkable day for AIDS Walk San Francisco. I am so proud of the Bay Area community for such a strong show of support and continued perseverance in the fight against HIV / AIDS," said Miller. "Today's fundraising total of \$2,270,533 marks a resurgent moment in our work and makes it clear that our community is re-energized and ready to fight for HIV-positive people from *all* over the Bay Area."

"On behalf of Project Inform and the 42 agencies from throughout the Bay Area that benefit from AIDS Walk San Francisco, I want to extend a profound thanks to the 20,000 community members whose astounding fundraising efforts ensure the future of vital services that support those living with or at risk for HIV / AIDS," said Dana Van Gorder, Executive Director of Project Inform. "It is because of individuals like those who turned out today that we have hope for an HIV-free world." Fundraising for AIDS Walk San Francisco continues until August 14. We encourage all Bay Area residents to help us make AIDS history by making a donation at sf.aidswalk.net.

Since 1987, AIDS Walk San Francisco has raised more than \$86 million for life-changing HIV/AIDS services, prevention, and advocacy efforts in the Bay Area and beyond, and has grown into the largest AIDS fundraising event in Northern California.

Celebrity supporters, elected officials, musicians, and a host of HIV/AIDS leaders from across the Bay Area appeared at the Opening Ceremony to show their support. Notable guests this year included Emmy-winning comedy writer **Bruce Vilanch**, **Dan Ashley** (ABC-7 News Anchor), the

Messengers of Hope Gospel Choir, Dana Van Gorder (Executive Director, Project Inform), and **Craig R. Miller** (AIDS Walk Founder and Senior Organizer). **Denise Wharmby** (“Call Me Miss Bird’s Eye: a Celebration of Ethel Merman”) performed a stirring rendition of the AIDS Walk anthem, “You’ll Never Walk Alone.”

Elected Officials included California United States Congresswoman **Barbara Lee**, State Assemblymember **David Chiu**, San Francisco Supervisor **Scott Wiener**, San Francisco Treasurer **José Cisneros**, Alameda Mayor **Trish Spencer**, and Daly City Mayor **Raymond Buenaventura**.

PUSH entertained walkers as they completed the route during this year’s Post-Walk Concert.

The corporate community continues to show strong support of AIDS Walk San Francisco through team fundraising and major sponsorship. This year’s Premier Sponsors are Gilead and Quest Diagnostics. Our Grand Sponsor is ABC-7. Principal Sponsors are 96.5 KOIT, Bio-Rad, Chevron, Levi Strauss & Co., The San Francisco Marriott Marquis, Team Cannabis, R&B 102.9 KBLX, Wells Fargo, and Williams-Sonoma.

###

About Project Inform: For nearly 30 years, Project Inform has represented patients in bringing today’s highly effective HIV treatments into existence. It has educated hundreds of thousands of people about how and when to use those HIV medications and best manage their care. It works to assure that all people with HIV have quality and affordable healthcare. Today, Project Inform is providing crucial leadership in the search for an actual CURE for HIV and for cutting-edge strategies to prevent new infections using powerful anti-HIV medications. For more, please go to www.projectinform.org.

About AIDS Walk San Francisco: Since 1987, AIDS Walk San Francisco has raised more than \$86 million for lifesaving HIV prevention, testing, and care programs and services, 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. This year’s event benefits Project Inform and dozens of other Bay Area AIDS service organizations. For more information, visit sf.aidswalk.net.

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 \$400 million for major AIDS organizations throughout the country. For more information, please visit www.mzaevents.com.