



## WEEK-OF-EVENT MEDIA ADVISORY For Immediate Release

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### THOUSANDS TO GATHER FOR ANNUAL AIDS WALK SAN FRANCISCO NORTHERN CALIFORNIA'S LARGEST AIDS FUNDRAISER

**San Francisco, CA, July 16, 2015** – An estimated 20,000 people will gather in Golden Gate Park this Sunday, July 19 for the 29<sup>th</sup> annual AIDS Walk San Francisco (AWSF). Fundraising and walker registration levels currently surpass last year's, a promising and hopeful reverse in the trend of declining returns in AIDS Walks across the country. Organizers credit this upswing to a re-tooled, refocused, and reenergized experience – both for participants and the community of co-beneficiaries. Since 1987, AWSF has raised more than \$84 million for dozens of local HIV/AIDS service organizations and has long been Northern California's largest AIDS fundraising event.

"Everyone involved with AIDS Walk San Francisco is encouraged and empowered by the continuing successes of this year's event," said Dana Van Gorder, Executive Director of Project Inform, the event's lead beneficiary. "The funds raised for the Walk will directly benefit thousands of Bay Area residents living with or at risk for HIV/AIDS and bring us ever closer to ending this epidemic."

In addition to Project Inform, AIDS Walk participants raise funds to benefit 42 other vital HIV/AIDS service providers across the Bay Area. As the disease continues to pose serious public health challenges, AWSF remains a crucial source of funding for these dozens of community-based groups that provide direct services, advocacy, and prevention efforts to create an HIV-free generation.

**What:** AIDS Walk San Francisco, a 10k fundraising walk to fight AIDS.

**Who:** 20,000 people from throughout the Bay Area will be in attendance. Notable guests at the event's Opening Ceremony will include **Dan Ashley** (ABC-7 News Anchor), **Bruce Vilanch** (Emmy-winning comedy writer), **Nick Wechsler** (ABC's "Revenge"), **Dana Van Gorder** (Executive Director, Project Inform), and **Craig R. Miller** (AIDS Walk Founder and Senior Organizer). The morning program will also feature performances by Oakland's **Messengers of Hope Gospel Choir**. Elected officials (with more expected to RSVP throughout the week) will include United States Congresswoman **Barbara Lee**, California State Assemblymember **David Chiu**, San Francisco Supervisor **Scott Wiener**, San Francisco Treasurer **José Cisneros**, Alameda Mayor **Trish Spencer**, and Daly City Mayor **Raymond Buenaventura**. The Post-Walk Concert will feature PUSH fronted by Dan Ashley as well as tunes spun by DJ Noel.

**When:** Sunday, July 19, 2015

Sign-In Opens:	9:00 a.m.
Opening Ceremony:	9:45 a.m.
Walk Begins:	10:30 a.m.
Post-Walk Concert:	12:30 p.m.

**Where:** Sharon Meadow, Golden Gate Park, San Francisco, CA

**EVENT SCHEDULE: AIDS Walk is on – RAIN or SHINE – Sunday, July 19!**

**8:30 a.m. MEDIA CHECK-IN:** All media can check in to the left of the AIDS Walk stage in Sharon Meadow. Due to limited space, only satellite vans will be allowed parking. Enter at Martin Luther King Drive off Kezar. All others visit <http://sf.aidswalk.net/Day-of-Event-Info> for directions and maps.

**For press credentials and to request satellite van parking, please email or call Ben Fordham at 415.615.9255, 213.590.6918, or email [benf@aidswalk.net](mailto:benf@aidswalk.net).**

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

**9:30 a.m. AEROBIC WARMUP** sponsored by Bank of the West, led by Oakland-based dance troupe, **Culture Shock**.

**9:45 a.m. AIDS WALK OPENING CEREMONY** (at the stage in Sharon Meadow): Featuring **Dan Ashley, Bruce Vilanch, Nick Wechsler, Messengers of Hope Gospel Choir**, elected leaders, corporate sponsors, AIDS activists and advocates, as well as words from some of the people who directly benefit from AIDS Walk San Francisco.

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

**PHOTOS AND INTERVIEWS WITH VIPS:** stage left immediately following the Opening Ceremony at step and repeat.

**12:30 p.m. POST-WALK CONCERT** (at stage): **PUSH** (fronted by ABC-7 News Anchor Dan Ashley) and DJ Noel.

**FREE & CONFIDENTIAL HIV TESTING** (next to stage area): Provided by UCSF Alliance Health Project/AIDS Health Project.

**“YOU’VE GOT THIS” VIDEO BOOTH** (on Hippie Hill next to Star Walker tent): Brought to you by AIDS Walk sponsor, Healthline. Record a message of hope and encouragement for people newly diagnosed with HIV. For each video submission, Healthline will donate \$10 to AWSF.

**KIDZONE** (near the carousel)

**2:30 p.m. ANNOUNCEMENT OF RESULTS** (at stage)

**Walker registration information:** For information about participating in or making a contribution to AIDS Walk San Francisco, please call 415.615.9255 (WALK) or visit [sf.aidswalk.net](http://sf.aidswalk.net).

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**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](http://www.projectinform.org).

**About AIDS Walk San Francisco:** Since 1987, AIDS Walk San Francisco has raised more than \$84 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](http://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](http://www.mzaevents.com).