



**AIDS WALK SAN FRANCISCO
MEDIA ADVISORY
For Immediate Release**

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**THOUSANDS TO GATHER FOR AIDS WALK SAN FRANCISCO
TO FUND CUTTING-EDGE CARE FOR LONG-TERM SURVIVORS OF HIV
AMONG OTHER VITAL PROGRAMS**

*Dr. Paul Volberding to Address Crowd live
from International AIDS Conference in Durban, South Africa*

San Francisco, CA, July 11, 2016 – Thousands will gather in Golden Gate Park on Sunday, July 17 for the 30th annual AIDS Walk San Francisco (AWSF). This year’s event will help launch a ground-breaking new model of specialized care at **San Francisco General Hospital’s Ward 86** for long-term survivors of HIV, as well as provide substantial funds to two other lead beneficiaries, **Project Inform** and **Project Open Hand**. As in years past, AIDS Walk participants are also raising funds to benefit many other vital HIV/AIDS service providers throughout the Bay Area.

“After years of seeking, and being denied, government funding for this unprecedented program focusing on older people living with HIV, AIDS Walk has delivered in a big way, said **Dr. Paul Volberding**, internationally renowned and pioneering HIV/AIDS specialist who co-founded Ward 86 in 1983. “With help of such strong allies, we will be able to launch this new program of specialized medical care which is urgently needed and richly deserved by those who have been living with HIV long-term.”

Dr. Volberding, the Honorary Chair of this year’s AIDS Walk San Francisco, will speak live at the event via telephone from the International AIDS Conference in Durban, South Africa during the event’s Opening Ceremony to thank the crowd of AIDS Walk supporters for their pivotal role in funding this new initiative. The leaders of the other primary beneficiaries will address the attendees in person.

“We are pleased that AIDS Walk San Francisco participants will help us continue working at the Federal, State, and local levels to ensure that all HIV-positive people have access to affordable, effective care and treatment,” said **Dana Van Gorder**, Executive Director of Project Inform.

“No one should have to choose between food and medicine,” said **Mark Ryle**, Chief Executive Officer of Project Open Hand. “AIDS Walk San Francisco’s thousands of caring participants will help us make

certain that fewer people in the Bay Area living with HIV/AIDS will face such dire circumstances, and we are grateful.”

AIDS Walk San Francisco is a project of the **AIDS Walk San Francisco Foundation** (AWSFF), which oversees the production of the event. “On behalf of the AWSFF Board of Directors, I would like to thank AIDS Walk Founder and Senior Organizer, Craig Miller, as well as the entire AIDS Walk team, for waging a strong and successful campaign this year,” said **Serafina Palandech**, AWSFF Board Chair and Co-Founder of the Bay Area-based company, Hip Chick Farms. “Their dedication, as well as the efforts of thousands of caring people who are walking and raising much-needed funds, is sure to culminate in a memorable event on Sunday.”

“As the disease continues to pose serious public health challenges, the Walk remains a crucial source of funding for these dozens of community-based groups that provide direct services, advocacy, and prevention efforts to confront HIV and AIDS,” added Palandech.

Since 1987, AWSF has raised more than \$84 million for dozens of Bay Area HIV/AIDS service organizations and has long been Northern California’s largest AIDS fundraising event.

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

Who: **Thousands of supporters from throughout the Bay Area will be in attendance.** Notable guests at the event’s Opening Ceremony will include **Dan Ashley** (ABC7 News Anchor), Emmy-winning TV personality, **Carson Kressley**, **Dr. Paul Volberding** (UCSF’s Ward 86), **Dana Van Gorder** (Project Inform), **Mark Ryle** (Project Open Hand), Board Members of the AIDS Walk San Francisco Foundation, and **Craig R. Miller** (AIDS Walk Founder and Senior Organizer). The morning program will also feature performances by Broadway singer Joan Ryan and Leslie McDonel. Elected officials (with more expected to RSVP) will include San Francisco Supervisors **Scott Wiener** and **Norman Yee**, and San Francisco Treasurer **José Cisneros**. Corporate supporters will include representatives from Premier Sponsors **Gilead Sciences** and **Quest Diagnostics**; Grand Sponsor **ABC7**; and Principal Sponsors **96.5 KOIT**, **102.9 KBLX**, **Bio-Rad**, **Chevron**, **Crescent Heights**, **Levi Strauss & Co.**, **San Francisco Marriott Marquis**, **Team Cannabis**, **Wells Fargo**, and **Williams-Sonoma, Inc.** The Post-Walk Concert will feature PUSH fronted by Dan Ashley, The Unlikely Heroes, as well as tunes spun by DJ Noel.

When: Sunday, July 17, 2016

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 17!

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.

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)

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), **The Unlikely Heroes**, 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.

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About the AIDS Walk San Francisco Foundation: The AIDS Walk San Francisco Foundation is the governing body of AIDS Walk San Francisco. It is composed of a [Board of Directors](#) intimately familiar with the Walk and the communities it serves. The Board oversees the event’s production and finances as well as determines how the event’s net proceeds are distributed. Beneficiaries of each year’s AIDS Walk are determined by the Board well in advance of the event to ensure an informed community of participants and donors.

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. AIDS Walk San Francisco is a project of the AIDS Walk San Francisco Foundation. This year's event benefits the [Project Inform](#), [Project Open Hand](#), the [UCSF's Ward 86](#), and many 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.