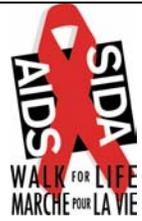




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21ST ANNUAL AIDS WALK FOR LIFE RAISES OVER \$389,000 INCREASED REVENUE FROM 2006 EVENT SUGGESTS UPWARD TREND

VANCOUVER, BC – The BC Persons with AIDS Society's (BCPWA Society) signature fundraising event, AIDS WALK for LIFE, raised more than \$389,000 in revenue today, exceeding last year's end-of-day reported total by almost \$30,000. An estimated 2,500 people attended the event, including 12 dignitaries from the federal, provincial, and municipal governments who addressed the crowd during the morning Opening Ceremonies.

At last year's 20th anniversary WALK for LIFE, a total of \$360,000 was raised in corporate sponsorship as well as team and individual pledged revenue. That total grew to more than \$420,000 after late returns and corporate matching funds were received. As in past years, it is expected that additional monies from this year's WALK will roll in over the next several weeks and the group is confident about exceeding their 2006 goal of \$400,000.

Organizers were optimistic leading up to the event, according to BCPWA Society Board Chair Paul Lewand, who attributes the increase in revenue to several factors. "Last year, we introduced an online system for registered teams and individuals to carry out and track their fundraising efforts," he explained. The security and convenience of the online system has been very popular. Also, Lewand stated, there has been renewed public interest around the issue of AIDS over the past year. He cited, as examples, the extensive media attention surrounding the 25th anniversary of the first diagnoses of AIDS in June, the XVI International AIDS Conference in Toronto in August, and BCPWA Society's year-long provincial advertising campaign to end HIV-related stigma. "Fortunately, that kind of exposure building up to our event translates into higher attendance and higher revenue. It's win-win all around," Lewand said. "Overall, we're very fortunate to have such tremendous community support. And the money raised has a significant impact on the quality of life for people living with HIV and AIDS in our community."

Net proceeds from the WALK are allocated to the BCPWA Society and nine other community partner AIDS service organizations: A Loving Spoonful, Asian Society for the Intervention of AIDS, Camp Moomba (Western Canadian Pediatric AIDS Society), Healing Our Spirit, McLaren Housing Society, Positive Women's Network, Surrey HIV/AIDS Centre, Vancouver Friends For Life Society, Wings Housing Society, and YouthCo AIDS Society. Each organization applies the funds received to direct services and programs for people living with HIV and AIDS.

The BC Persons With AIDS Society (BCPWA Society), established in 1986, is a non-profit, consumer-driven organization dedicated to empowering persons living with HIV and AIDS through mutual support and collective action. Unique among major AIDS organizations in Canada, BCPWA Society is governed by a volunteer Board of Directors, all of whom are HIV-positive. The Society provides support and advocacy services, treatment information, and volunteer opportunities to more than 4,400 members province-wide.