

For immediate release

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Fashion-focused crowd raises over \$45,000 for people living with HIV at RED...A Positive Day

Vancouver, BC: Over 500 of Vancouver's most beautiful people converged at the Commodore Ballroom on February 20, 2016, for Positive Living BC's inaugural fashion fundraiser RED. The \$45,000 plus raised at the event will sustain Positive Living BC's health and wellness programs, which support some of the most vulnerable people living with HIV in British Columbia. And it was all done by volunteers motivated to give back to the community.

Eighteen local fashion designers and retailers, 40 hairstylists, 30 makeup artists, 100 models, and 15 dancers volunteered to produce RED's dramatic runway show, which took audience members on a theatrical journey through a day in the life of two HIV-positive people. Dean Thullner, the event's creative producer, said his incentive for executing RED was a desire to show people living with HIV that they are cared for and supported by their community.

"Imagine being marginalized and stigmatized by poverty, mental illness, substance abuse and vulnerability, all while dealing with the challenges of living with HIV. This is why I reached out to Vancouver's creative community and the LGBT community and asked, 'Who might be interested in helping people going through this?' And the response was unanimous," noted Thullner.

Hosted by Steven Schelling and with special catwalk appearances by politicians Spencer Chandra Herbert and Tim Stevenson, RED also included live auctions, dancing, cocktails, djs, a prize wheel, and the chance to see the latest and hottest local fashion on some of Vancouver's most talented models and dancers.

Positive Living BC thanks the audience members, donors, sponsors, and volunteers who made RED uniquely successful and who showed their support for the Society's over 5,700 members living with HIV. The Society extends gratitude to Dean Thullner, RED's producer, and his team of volunteers who made the event happen through their overwhelming dedication and talent.

- 30 -

Contact:

Leah Giesbrecht, Communications Coordinator
Positive Living Society of BC | 604.893.2234

The Positive Living Society of British Columbia exists to enable persons living with HIV and AIDS to empower themselves through mutual support and collective action.

Theratechnologies Inc. is a sponsor of RED...A Positive Day.

