

**For immediate release**

February 10, 2016

## Couture and compassion charge RED...A Positive Day

**Vancouver, BC:** How does a catwalk look when it is electrified by Vancouver's hottest models wearing desirable local designs and styled by top industry talent? This February 20 at RED...A Positive Day, it will look like a compassionate community uniting to show people living with HIV that they are cared for and supported.

RED is Positive Living BC's first alternative fashion fundraiser, and it will gratify your eyes and touch your heart. Over 100 of this city's finest artists are volunteering their talents to put on a runway spectacle that will take you on a theatrical journey through a day in the life of two HIV-positive people, all while switching up your expectations. Think young men looking striking in heels and swimsuits, women adorned with elegant ensembles and bold tattoos, and drag queens ruling the stage – all to promote well being among some of the most vulnerable people living with HIV in British Columbia. Funds raised at RED will support health and wellness services and programs at Positive Living BC, including HIV-specific dental care, naturopathy and massage.

"As a gay man living with HIV I've had a lot of support dealing with my illness. But today, the impact of living with HIV is often forgotten now that so many are living longer with the virus," says RED's creative producer, Dean Thullner. "RED is a chance for Vancouver's creative community to pay it forward – to remind people who are struggling with HIV that we understand the need for support."

RED...A Positive Day takes place at the Commodore Ballroom on February 20, 2016, starting at 6:30 pm. Tickets are available at [www.redvancouver.ca](http://www.redvancouver.ca).

The event will feature:

- A VIP reception
- Cocktails
- Auctions
- A runway show
- An after party where guests can mingle and dance with runway artists and special guests.

- 30 -

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*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.**

