

Scotiabank AIDS Walk for Life BACKGROUNDER

Scotiabank AIDS Walk for Life 2008

- Scotiabank AIDS Walk for Life 2008 will be held in more than 50 communities across Canada from September 14-21.
- The Scotiabank AIDS Walk for Life is Canada's most important HIV/AIDS fundraising and awareness event.
- The Walk strives to educate Canadians about the social, cultural, and economic issues surrounding HIV/AIDS in their communities.
- All proceeds from the Walk go to support community programs and services for people living with and affected by HIV/AIDS. The funds stay in the communities in which they were raised.
- The Scotiabank AIDS Walk for Life is a project of the Canadian AIDS Society in partnership with the British Columbia Persons with AIDS Society, AIDS Committee of Toronto, and community-based AIDS organizations across Canada.
- For the first time ever, the Walk has a title sponsor in Scotiabank and was newly named the Scotiabank AIDS Walk for Life.

History

- The first fundraising and awareness walk for HIV/AIDS in Canada was held in Vancouver in 1986.
- In subsequent years, various communities across Canada independently held their own fundraising and awareness walks for HIV/AIDS.
- The Walk became a national event in 1996. At that time, the Canadian AIDS Society agreed to coordinate and manage what was then known as AIDS Walk Canada, at a national level, in cooperation with its community partners.
- Since 1996, the national Walk has raised close to \$28 million dollars for community-based AIDS service organizations and hosted over half a million participants.

National Corporate Sponsors

Each year, the Scotiabank AIDS Walk for Life's national sponsors play a vital role in ensuring the event's continued success. This year, the Canadian AIDS Society and its partner Walk sites thank the following national sponsors and media partners:

Title:	Scotiabank
Platinum:	Investors Group, Molson, Santa Margherita Pinot Grigio
Gold:	Gilead
Silver:	Pfizer
Bronze:	Merck Frosst
Official Courier:	Canpar
Media Partners:	Cineplex Media, Maclean's Magazine, Marketwire, Outlooks Magazine, Zoom Media