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Cascade AIDS Project



Coalition Ensures 40 Events and 25 Billboards in Portland Area to Mark the 21st World AIDS Day

Candle Light March to cut through center of downtown from CAP's Men's Wellness Center to City Hall, where they will be received by Mayor Sam Adams.

PORTLAND, OR (November 30, 2009) – Cascade AIDS Project (CAP) has joined a broad coalition of AIDS Service Organizations, HIV Clinics, and community partners to raise awareness of the HIV epidemic locally for World AIDS Day 2009. On **December 1, 2009** – communities around the world will mark the **21st Annual World AIDS Day** and recognize the more than 25 million global citizens lost to this epidemic and the 33 million more living with HIV.

This year, **after years of attention turned to developing countries**, effort is being made to ensure a focus on the US epidemic as well. Today, **more than 1.1 million Americans live with HIV, 600,000 have died in the U.S. so far, and 250,000 are estimated to be infected** by the virus and not even know it. **In the U.S., every nine and a half minutes, someone becomes infected with HIV.**

To raise awareness locally, CAP has joined forces with several other AIDS Service Organizations, HIV clinics, coalitions and community-based organizations to create a **World AIDS Day Portland** campaign. The campaign, centered on www.worldaidsdayportland.org web site, provides tools for individuals to organize their own events, or to join an event near them. Viewers can search scores of events already planned by start-time, zip code or organizer; or opt to register their own event on the site. Along with the site, 25 billboards around the metro areas, as well as 500 posters and 5,000 palm cards have been distributed.

A black and white poster for World AIDS Day 2009. On the left is a detailed image of a silver stopwatch with a red cross on its face. To the right of the stopwatch, the text reads: "Every **nine and a half** minutes, someone in the United States becomes infected with HIV." Below this, it says "WORLD AIDS DAY" in bold, followed by "Tuesday, December 1st, 2009" and a red ribbon icon. At the bottom right, there is a black box with the white text "//worldaidsdayportland.org". At the very bottom, in small white text, it says "Register and support your local World AIDS Day events in Oregon and SW Washington".

As one of the many events being organized, CAP's staff will be joining with staff of the *Multnomah County's HIV Clinic*, along with friends and colleagues to **lead a candle light vigil that will step off at 4:45 pm from CAP's Men's Wellness Center (209 SW Fourth Ave.) and end at Portland City Hall (1221 SW Fourth Ave.). Mayor Sam Adams is scheduled to receive the crowd at City Hall at 5:00 pm with remarks and reception supported by West Café.** Other events around the state include a *Condom Fashion Show* at University of Oregon in Eugene, where students have made outfits completely out of condoms; a noon performance by 10 children from the Ugandan Orphan's Choir in downtown Portland, and several evening masses and services in recognition of World AIDS Day.

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About World AIDS Day

World AIDS Day is observed every year on December 1st. The World Health Organization (WHO) established World AIDS Day in 1988. World AIDS Day provides governments, national AIDS programs, faith organizations, community organizations, and individuals with an opportunity to raise awareness and focus attention on the global AIDS Pandemic.

TAKING ACTION in response to HIV/AIDS can be done in many ways:

- get tested for HIV
- practice safer methods to prevent HIV
- decide not to engage in high risk behaviors
- talk about HIV prevention with family, friends, and colleagues
- provide support to people living with HIV/AIDS
- get involved with or host an event for World AIDS Day in your community

About Cascade AIDS Project (CAP):

Cascade AIDS Project is the oldest and largest community-based provider of HIV services, including housing, education, and advocacy in Oregon and Southwest Washington.

CAP's mission is to lead efforts to **prevent** new HIV infections, **care** for people affected and infected by HIV/AIDS, **educate** communities to eliminate stigma and shame, and **advocate** for immediate action in combating the pandemic.

Overall, last year CAP provided HIV/AIDS education and prevention services to 16,040 people and coordinated wrap-around support services for 2,502 men, women, and children affected and infected with HIV/AIDS. In addition, 735 people 19,960 hours of their time to help CAP achieve its mission. **For more information about Cascade AIDS Project go to www.cascadeaids.org.**

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