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**CAP's Men's Wellness Center Becomes PIVOT
New name and image, same great concept**

PORTLAND, Ore. (June 7, 2010) – Born of the recognition that 75% of new HIV infections in Oregon continue to come about among men who have sex with men, Cascade AIDS Project (CAP) opened the Men's Wellness Center (MWC) in 2006 to provide culturally relevant and competent HIV prevention, education, referrals, social opportunities, and more. Fast forward to June 2010: The MWC has been rebranded with a new name—Pivot—and image. With help from RAIN agency, the new branding highlights the focus of the space as central to a shift in thinking about sexual health; a place central to community, both physically and metaphorically; and a space that serves to bring about change. The new branding will launch in June with billboards unveiled throughout Portland and an official launch party on June 18th.



The 10' x 22' billboards (shown above) will be placed in 20 different locations throughout the Portland metro area from June 7th to July 7th. On Friday June 18th from 6-8pm, Pivot will celebrate its new name and kick off Pride with a launch party at its 3,000 square foot storefront space located at 209 SW Fourth Ave., Portland Oregon. The launch will include a dj, refreshments, and lots of giveaways.

“We wanted a name that better represented the wide variety of programming happening at the center,” says Michael Kaplan, Executive Director of CAP. “Pivot captured what we were about – about a point around which change is made, be it a change in health, in the HIV epidemic, in community norms, or in individuals.” While the center is still a space for gay, bi, trans, and all men who have sex with men, it is sometimes used for programs serving a wider demographic. The new name is broad enough to encompass the diverse and ever expanding activities happening at the center.

Pivot moved to its current location in September 2009 after outgrowing the space it previously occupied on SW Stark Street. The new location is nearly twice as large, with community space, computer stations, and three exam rooms to meet a steady increase in demand for STD and HIV testing. In addition to offering testing three times a week, Pivot has a variety of programs and services, often with a health and wellness focus, and social activities like Friday night movie nights, speed dating, and discussion groups.

Pivot is also home to a new group for gay men called MPowerment. The MPowerment project occurs in cities across the nation and is funded locally by Multnomah County Health Department. It has been researched and proven to build community amongst gay men with the goal of promoting healthy behaviors and reducing HIV transmission. “The project is really about guys coming together to have fun, support each other, and have a voice in deciding what their community will look like” says Brad Forkner, coordinator of Pivot and one of the staff charged with facilitating MPowerment.

About Cascade AIDS Project

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 ***prevent HIV infections, support and empower people affected and infected by HIV/AIDS, and eliminate HIV/AIDS-related stigma*** Last year CAP provided HIV/AIDS education and prevention services to 16,040 people and coordinated wrap-around support services for 2,502 people affected and infected with HIV/AIDS. In addition, 735 people gave 19,960 hours of their time to help CAP achieve its mission. www.cascadeaids.org

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