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Cascade AIDS Project



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12,000 Expected at AIDS Walk Portland October 3; Congressman David Wu and Mayor's Adams and Leavitt to address the Crowd

October 1, 2010 - Portland, OR – On Sunday, October 3, 2010, the 24th annual AIDS Walk Portland (AWP) will begin with a VIP Breakfast at 8:30AM at Departure lounge and the Walk following at 11 at Pioneer Courthouse Square. A crowd of 12,000 is expected to show in force to raise funds to fight HIV and AIDS. Congressman David Wu, Portland Mayor Sam Adams, Chair Jeff Cogen, and Vancouver Mayor Tim Leavitt are all expected in a show of political support and awareness of the affects of HIV and AIDS in Oregon and SW Washington. They will be joined by corporate sponsors: The Standard's CEO, J. Gregory Ness; Nike's Tim Hershey, GM Global Nike Stores; Mike Phillips of Genentech; and Mike Sherbun, CEO of Cedar Hills Hospital.

AWP 2010 is the 24th AIDS Walk supporting Cascade AIDS Project (CAP) and five other HIV/AIDS service nonprofits in the Portland Metro area. Over \$4 million has been raised to fight this disease via the walk since its inception. This is the second largest walk in Oregon and is projected to raise over \$400,000, of which 80% goes directly to care and programs. This year AWP's new route weaves through downtown Portland, past many longtime supportive businesses in Old Town and the Pearl District.

The VIP Breakfast is hosted by Departure atop the Nines hotel and runs from 8:30 to 10:30AM. This is an invitation-only event and honors those who have raised \$1,000 or more and those who have offered significant support to Cascade AIDS Project (CAP) and AWP. "This is one small way we can say thank you to those who cared so much and worked so hard to make a difference," said Michael Kaplan, Executive Director of CAP.

The 11 am walk start time will be preceded by a short program featuring co-hostesses Miss Poison Marie Waters and Stacey Lynn, DJ at The Buzz 105.1 FM. Darcelle XV will lead a short callisthenic warm up followed by a handful of short speeches offering public support by high ranking elected officials and corporate sponsors. At 11 sharp, Positive Force, a group of about 125 HIV-positive men and women who are "out" about their HIV status will lead the walk.

There will be ample time for interviews of all types with elected officials, corporate sponsors, walkers and those who are open about their status- both infected and affected by HIV and AIDS. To register go to www.aidswalkportland.org

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About Cascade AIDS Project

Founded in 1983, Cascade AIDS Project (CAP) is the oldest and largest AIDS Service Organization in Oregon and Southwest Washington. Our mission is ***to prevent HIV infections, support and empower people affected and infected by HIV/AIDS, and eliminate HIV/AIDS-related stigma.***

With a staff of 48, and a volunteer corps that includes over 700 individuals providing 20,000 hours of service each year, CAP manages a diverse array of programs and an annual budget of \$4.6 million. Fifteen percent of CAP's staff are individuals living with HIV, 25% identify from communities of color, and 30% are bilingual. Our programs serve the broad and diverse set of communities impacted by HIV, from community-specific programs focused on teens, Latinos,

the gay community, individuals and families living with HIV, to the thousands of individuals throughout the state who seek education through our AIDS/STD hotline each year. A committed 15-member volunteer Board of Directors provides strategic guidance and oversight to ensure CAP accomplishes its mission and continues to operate with integrity and transparency. www.cascadeaids.org.