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Cascade AIDS Project



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**AIDS WALK 2011 – 10,000 Walkers Fill the Streets of Downtown Portland to Raise Funds and Awareness in the Fight Against HIV/AIDS**

**The 25<sup>th</sup> Annual AIDS Walk Portland will set records attendance and fund-raising as it kick-offs Sunday October 2<sup>nd</sup> from Pioneer Courthouse. Traffic Delays expected.**

Sept 29, 2011 – Portland, OR – This year marks the 25th anniversary of AIDS Walk Portland, an event that draws more than 10,000 people from all walks of life and raises a tenth of Cascade AIDS Project’s (CAP) budget. Ceremonies at Pioneer Courthouse Square start at 10:30, and the walk steps off at 11.

“We are amped for this year’s walk,” said Michael Kaplan, Executive Director of Cascade AIDS Project. “CAP and its partners have been raising funds to fight HIV/AIDS for 25 years now. Though the needs of those living with HIV/AIDS have changed, the need for our services has not. There are still over 50,000 new HIV infections in the U.S every year and with more than one million Americans infected. We can’t afford not to take action.”

“We are positioned to reach the \$400,000 mark which is a \$25,000 increase over 2010,” said Michael Sorensen, Director of Development. “Sponsorship is up, and so is the number of Walkers engaged in raising funds. With a new website launched this year, and its strong integration with facebook and other social media sites, the response has been amazing.”

Sponsors for the 2011 AIDS Walk Portland include Presenting Sponsor, Genetech; Advocacy Sponsor, OHSU; Gold Level Sponsors: FamilyCare Health Plans, Hobo’s, Macy’s, Nike, and The Standard; Silver Sponsors: Departure, NW Natural, and Cuda Night Club; Hydration Sponsors: Kaiser Permanente, Legacy Health System, Providence Health and Services, Wells Fargo, and Union Bank.

It is anticipated that the 10,000 walkers will cover more than 12 blocks as rolling street closures make a safe route for all walkers. Assisted by nearly 100 volunteers, Portland Police will provide closure service. Drivers should be aware there could be lengthy wait times during the 11AM-1PM walk time.

Cascade AIDS Project organizes AIDS Walk Portland. Funds raised also support other HIV/AIDS programs throughout the metro area. CAP staff, committed walkers, and select clientele are available to for interviews to discuss HIV and AIDS, talk about prevention efforts, and share their stories. The schedule of events is as follows-

**8:30 AM** - VIP Breakfast at Departure above The Nines

**9:00 AM** - AIDS Walk Portland Opens at Pioneer Courthouse Square & Pre-Walk festivities begin

**10:30 AM** - Official Welcome and Program

**11:00 AM** - AIDS Walk Portland 2.5 mi Walk Begins (Route Map Below)

11:15 AM - Music & Entertainment Continues on Main Stage

12:30 PM - Closing Ceremony

1:00 PM - AIDS Walk Portland Ends

**About Cascade AIDS Project**

Incorporated in 1985, 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 50, and a volunteer corps that includes over 700 individuals providing more than 21,000 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 18-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](http://www.cascadeaids.org).

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2011 AIDS Walk Route

