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**FOR IMMEDIATE RELEASE**

**!Concientízate!**

**National Latino AIDS Awareness Day**

**Event at Pivot to feature art, live music and dance performances and free rapid HIV testing**

October 14, 2011 - Portland, OR – On October 14th Cascade AIDS Project (CAP) will commemorate National Latino AIDS Awareness Day (NLAAD). NLAAD was established in 2003 to draw attention to the critical role HIV testing, prevention and education play in stemming the spread of HIV/AIDS among Hispanics/Latinos. This year the theme for NLAAD is: “Latinos unite! Let’s stay healthy! Get tested for HIV. Latinos unidos y saludables! Hazte la prueba del VIH”

“CAP is proud to play a lead role in promoting National Latino AIDS Awareness Day in the Portland-Vancouver Metropolitan area,” said Michael Kaplan, Executive Director of CAP. “Communities of Color are some of the hardest hit by this disease, and recognition in a culturally appropriate way is paramount in keeping HIV/AIDS at bay.”

As part of the day’s events, PIVOT, CAP’s community space for gay, bi and trans men and the people who love them, will host **!Concientízate!**, a celebration of Latin art, culture and music from 6pm – 10pm. Entertainment will begin with a ceremonial blessing of the event by Danza Azteca Mexica Tiahui followed by performances by Ballet Folklórico Lo Nuestro, and Latin Folk songwriter Edna Vazquez and March 4th (Salvadorian-American Hip Hop) as well as other performances. Also featured will be the art of young local Latino artists Amanda Russell, Domingo Cholula, Chris Beanes, Sergio Torres & Yuri Figueroa. Free Latin-American inspired cuisine will be available and CAP staff will be on-hand to provide free rapid HIV testing to those in attendance. Pivot is located at 209 SW Fourth Avenue in downtown Portland. The event is being co-sponsored by Cascade AIDS Project, Pivot, Multnomah County Health Department, OYE (Opciones y Educación), Latino Art NOW, the Latino Network, CAUSA, and CHATpdx.

More information about the event can be found on the CHATpdx facebook page at [www.facebook.com/chatpdx](http://www.facebook.com/chatpdx). Consumers and those involved in the fight will be available for interview and comment on the issue of HIV and AIDS among Latinos. Print, audio and visual media are encouraged to attend. English/Spanish interpretation services are offered.

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## 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 29,000 hours of service each year, CAP manages a diverse array of programs and an annual budget of \$4.8 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 HIV/STD hotline each year. A committed 16-member volunteer Board of Directors provides strategic guidance and oversight to ensure CAP accomplishes its mission and continues to operate with integrity and transparency.

With twelve bicultural and bilingual Spanish-speaking staff, Cascade AIDS Project is committed to serving Hispanics/Latinos infected with HIV/AIDS as well as promoting culturally-specific prevention, testing and education efforts. Newly diagnosed individuals can access our CareLink program or Latino Medical Case Management, connecting them with medical care, insurance and psychosocial programming that meets their specific needs and concerns. Bilingual and bicultural housing case managers can also assist eligible clients with short-term and long-term housing. A variety of groups for Spanish speakers are available, including Reencuentro, a monthly social and educational workshop for HIV+ Latinos and Nuestras Voces, a psychosocial group for Latina women offered in conjunction with the Quest Center for Integrative Health. Apoyo Latino, a toll-free Spanish-language HIV & STD hotline, is available to answer people's questions and provide assistance and referrals to services.

For further information, visit CAP's website at [www.cascadeaids.org](http://www.cascadeaids.org) or call the Apoyo Latino hotline at 1-800-499-6940. For more information on NLAAD go to: [www.nlaad.org](http://www.nlaad.org) or [www.latinoaids.org](http://www.latinoaids.org).