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**AIDS Walk Portland Hits Record in Funds Raised: Beats Goal by \$65,000!
10,000 + Walkers Fill the Streets of Downtown Portland to Raise Funds and
Awareness in the Fight Against HIV/AIDS**

October 7, 2011 – Portland, OR – This year marked 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. The goal for the year's walk was \$400,000 but cash continues to come in as late donors drop off cash or donate online, and corporations with matching programs issue checks. Agency leadership anticipates the final total to achieve nearly \$465,000.

"We are floored at the outpouring of support from 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 over 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 more than one million Americans infected. We can't afford not to take action. For several years now, we have been working to raise the profile of HIV/AIDS as a concern, and our message is clearly being heard."

Mr. Kaplan was referring to recent studies that suggest the general population has shifted its attention away from HIV/AIDS as a concern, even though there has not been a reduction in new HIV cases for over a decade. A lack of media presence and a perception of improved medical treatments seem to have made HIV/AIDS less of a concern for many Americans according to the study.

"We are pleased with our supporters, walkers and sponsors," said Michael Sorensen, Director of Development. "We made sincere improvements in the walk and how folks can donate or participate. Integrating facebook with the fundraising site and pushing hard on proven media strategies seems to have been the right strategy. Analytics suggests about 30% of our donors responded to a post on facebook while 50% found our fundraising site by typing in the name of the site. This means facebook works and that aidswalkportland.org has a presence in donor's minds."

Further, CAP administered a friendly competition, complete with prizes donated by a number of local and national businesses. Winners include:

- **Top Fund Raisers:** Alazar Manning (an 11-year-old walker) at \$9,050; Ivan Dollar (Owner of Ivan Dollar Salon) at \$8,790; Kathryn Vaughan (Author and a person living with HIV) at \$8,750 and Dave Behrend (server at Hobos Restaurant and Lounge) at \$5,252.
- **Top Teams:** The Ultimate Alliance at \$32,164; Team Nike at \$17,958.00; Positive Force NW at \$15,254; Ivan Dollar Salon at \$15,069.
- **High School Challenge Winner:** Native American Early College Academy in NE Portland
- **Bar Challenge Winner:** Hobos Restaurant and Lounge on NW 3rd and Couch at \$16,293.

Hobos will host a party for those who competed, and CAP staff will distribute prizes to those listed above as well as a few drawings employed to push fund raising efforts. The party will occur on October 23, 2011, from 4-6PM.

Cascade AIDS Project organizes AIDS Walk Portland. Funds raised also support other HIV/AIDS programs throughout the metro area. All funds raised go toward HIV prevention efforts and HIV/AIDS care programs.

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.

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.

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