



## Toronto People With AIDS Foundation Kicks Off 14<sup>th</sup> Annual Friends For Life Bike Rally

**TORONTO, January 9, 2012.** The 14<sup>th</sup> Annual Friends For Life Bike Rally, presented by Scotiabank, welcomes new and returning riders and crew, and friends and family, to the official 2012 kick-off party. Please join us for a carnival themed afternoon of games, fun activities and refreshments.

- WHAT:** Toronto People With AIDS Foundation (PWA)'s Friends For Life Bike Rally Kick Off.  
**WHY:** To learn more about this vital fundraiser and the invaluable services provided by PWA to people living with HIV/AIDS, to register as a rider or crew, or to simply have fun. Visit [www.bikerally.org](http://www.bikerally.org) for more information.  
**WHO:** All are welcome.  
**WHEN:** Sunday, January 22, 2012, 4-7 p.m.  
**WHERE:** [The 519 Church Street Community Centre](#), 519 Church Street, Toronto, Ontario.

"The kick-off party is our first official event of the year and from here the excitement and momentum starts to build," said Sherri Byer, Co-Chair of the Bike Rally. "Last year was a record breaking year with more than \$1.2 million raised and I'm hopeful we can surpass last year's number."

Scotiabank is returning for the fifth year as the presenting sponsor for the Friends For Life Bike Rally, an event that has contributed more than \$9 million in the past 13 years to support people living with HIV/AIDS in Toronto. The Bike Rally is a grassroots, volunteer-driven fundraiser that began in 1999 when two friends challenged each other to cycle from Toronto to Montreal to support PWA.

"Supporting organizations like PWA, and events like the Friends For Life Bike Rally, is one example of the many commitments Scotiabank has made to the communities in which we operate," said Cory Garlough, Scotiabank Vice President, Global Employment Solutions. "As someone who rode a bike on the Bike Rally for two years I know how dedicated the riders and crew are to making a difference. We are proud to continue our support for PWA and we encourage others in our communities to reach out, embrace and support this important cause."

Murray Jose, Executive Director of PWA, said "the need for funds to support increasing demands for core services, like PWA's treatment and food programs, for people living with HIV/AIDS in our community is constant. PWA also uses educational and other forums to help eliminate the stigma that still exists around living with HIV/AIDS."

**For further information / Renseignements**

Friends For Life Bike Rally, Co-Chairs ([cochairs@bikerally.org](mailto:cochairs@bikerally.org))

- Sherri Byer (416-834-6559) and Tim Ledger (647-402-8465)

Friends For Life Bike Rally, Media & Communications ([media@bikerally.org](mailto:media@bikerally.org))

- Dimitrios Alexis (416-937-4192) and Carmelo Millimaci (416-892-4955)

Toronto People With AIDS Foundation

- Murray Jose, Executive Director (416-506-1400, x.218; [mjose@pwatoronto.org](mailto:mjose@pwatoronto.org))
- Robert Tomas, Director, Development & Communications (416-506-8606, x.240; [rtomas@pwatoronto.org](mailto:rtomas@pwatoronto.org))

Scotiabank Media Communications

- Deborah Clark (416-933-0646; [deborah\\_clark@scotiacapital.com](mailto:deborah_clark@scotiacapital.com))

**About the Friends For Life Bike Rally**

PWA's Friends For Life Bike Rally runs from July 29 to August 3, 2012, with more than 400 riders and crew making the 600 km journey from Toronto to Montreal. The Bike Rally has raised more than \$9 million for PWA since it began in 1999. Visit [www.bikerally.org](http://www.bikerally.org) for more information.

**About Toronto People With AIDS Foundation**

Since 1987 PWA has existed to promote the health and well being of all people living with HIV/AIDS by providing accessible, direct and practical support services. PWA is Canada's largest direct support service agency for people living with HIV/AIDS. Visit [www.pwatoronto.org](http://www.pwatoronto.org) to learn more.

**About Scotiabank**

Scotiabank is committed to supporting the communities in which we live and work, both in Canada and abroad. Recognized as a leader internationally and among Canadian corporations for its charitable donations and philanthropic activities, Scotiabank has provided on average approximately \$44 million annually to community causes around the world over the last 5 years. Visit us at [www.scotiabank.com](http://www.scotiabank.com).