



250 CYCLISTS READY TO HIT THE ROADS OF ONTARIO RIDERS BEGIN SIX-DAY JOURNEY FROM TORONTO TO MONTREAL

For immediate release – PHOTO OPPORTUNITY

Toronto, Canada – Participants in Canada’s second-largest fundraiser for an HIV/AIDS organization, the Friends For Life Bike Rally, are poised to leave Toronto on a six-day cycling adventure to Montréal, Quebec. In doing so, the 250 riders and crew will raise almost \$800,000 for the Toronto People With AIDS Foundation.

“The Friends for Life Bike Rally is entering its ninth year and is larger than ever,” said Stefanie McQuaid, co-chair of the event. “The money we raise allows the Toronto People With AIDS Foundation to support men, women and children living with HIV/AIDS with their daily needs and help keep them out of poverty.”

Cyclists and crew, family and friends will meet downtown **Sunday, July 29, 2007:**

Allan Gardens Park - Sherbourne and Carlton streets, Toronto

**8:00 a.m. Speeches (including Deputy Premier and Minister of Health & Long-Term
Care George Smitherman), photos, group stretching session**
9:00 a.m. Departure

“After months of training and fundraising, the riders are ready to make the trek to Montréal,” said Walter Dimini, the other co-chair of the rally. “With the support of our invaluable volunteer crew, this year the event is on the verge of breaking our fundraising record.”

Great photo opportunities will be available during the ride’s departure south on Sherbourne Street and east on Front Street. Detailed route maps are available.

Spokespeople are available to talk about the event, as well as broader HIV/AIDS issues in Ontario.

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For more information or to arrange an interview, contact:

Scott Cheslock, Toronto People With AIDS Foundation

Before July 29: (416) 506-8606, ext. 631 or scheslock@pwatoronto.org - After July 29: (416) 831-7776

Backgrounders, route maps, and more press materials are available at:

www.bikerally.org/press.html

About the Toronto People With AIDS Foundation

The Toronto People With AIDS Foundation exists to promote the health and well-being of all people living with HIV/AIDS by providing accessible, direct, and practical support services. It is Canada’s largest direct support service agency for people living with HIV/AIDS. For more information, please visit: www.pwatoronto.org