



A DIFFERENT KIND OF VALENTINE'S CELEBRATION

Canada's Third-Largest HIV/AIDS Fundraiser Launches Next Week

FOR IMMEDIATE RELEASE

Toronto – The night before Valentine's Day, a group of Torontonians will gather for a celebration of love... without the typical flowers or chocolates. Instead, they will mark the launch of the ninth annual Friends For Life Bike Rally, Canada's third-largest HIV/AIDS fundraiser.

Each summer, hundreds of riders with the rally cycle from Toronto to Montreal, raising thousands of dollars for the Toronto People With AIDS Foundation (PWA) and spreading awareness of HIV/AIDS issues in the process.

"The event is a community of people coming together for the love of helping others," said Stefanie McQuaid, co-chair of the event. "I'm glad we are launching the 2007 Bike Rally the evening before Valentine's Day."

PWA is the largest agency in Canada providing day-to-day assistance to children, women and men living with HIV/AIDS. The foundation helps those with HIV/AIDS get on their feet – and stay there – by providing services like a food bank, employment services and medication counselling. Last year, 5,387 people living with HIV/AIDS came to PWA for support.

"As the bike rally enters its ninth year, HIV and AIDS are still an unfortunate reality," said Walter Dimini, event co-chair. "But through the efforts of the riders and crew volunteers of the Bike Rally, we are helping thousands of affected Torontonians live with dignity and self-respect."

Potential riders, crew volunteers, the media, friends and family are invited to the kick-off:

Friends For Life Bike Rally – Launch Party
Tuesday, February 13th, 2007
7:00 p.m. – 10:00 p.m.

Buddies in Bad Times Theatre
12 Alexander Street, Toronto

- 30 -

For more information, please contact:

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www.bikerally.org

The Toronto People With AIDS Foundation is the largest direct support service provider for people living with HIV/AIDS in Canada. We offer a variety of programs and services to promote the health and well-being of all men, women and children living with HIV/AIDS by providing accessible, direct, and practical support services.