



## MEDIA ADVISORY

### **Bike Rally Announces \$5-Million Fundraising Milestone at Tenth Anniversary Celebration!**

For Immediate Release:

*June 6, 2008, Toronto* – Honorary Event Chair Barbara Hall welcomed a throng of supporters last evening to the inaugural “Friends For Life Bike Rally Birthday Bash” *SPIN*: a cocktail event celebrating ten years of the rally.

One of Canada’s most successful and enduring HIV/AIDS fundraisers, the Friends For Life Bike Rally is dedicated to supporting the Toronto People With AIDS Foundation (PWA). Last night, the rally marked a milestone in fund-raising efforts as it passed reached \$5 million dollars raised since its inception.

*“I rode my bicycle from Toronto to Montreal in 2007, with over three hundred riders and volunteers, because there are people in need in our community,”* stated Ms. Hall as she addressed the crowd.

Echoing her sentiments, event chair Walter Dimini as well as rally co-chairs Stefanie McQuaid and Todd Ross, were joined on stage by emcee, comedienne Maggie Cassella, and performers The B-Girlz, and DJ Neill MacLeod. The ‘birthday bash’ was held at Toronto’s premier club venue The MOD Club and was sponsored by Movado and Scotiabank. A host of activities - silent auction, door prizes, and complimentary champagne from Churchill Cellars - to celebrate ten years of remarkable effort and much-needed fundraising for the foundation were featured at the inaugural event.

Ms. Hall, recalling her experiences cycling from Toronto to Montreal as part of last year’s ride, stated: *“I was compelled to ride because of the need in our community for aid and assistance for the growing number of people who suffer with HIV/AIDS. I did not realize, until I was on the ride that, on the long road to Montreal, we created a community of our own.”*

- 30 -

#### **For more information:**

Walter Dimini, Chair, SPIN  
416.861.4806 or [bikerally@pwatoronto.org](mailto:bikerally@pwatoronto.org)

#### **About the Friends for Life Bike Rally** [www.bikerally.org](http://www.bikerally.org)

The Friends For Life Bike Rally is a six-day cycling trip from Toronto to Montreal in support of the Toronto People With AIDS Foundation. SPIN is its first cocktail gala.

#### **About the Toronto People With AIDS Foundation** [www.pwatoronto.org](http://www.pwatoronto.org)

The Toronto People With AIDS Foundation exists to promote the health and well being of all people living with HIV/AIDS by providing accessible and practical support services. It is Canada's largest direct support service agency for people living with HIV/AIDS.