



Toronto People With AIDS Foundation Friends for Life Bike Rally Gearing Up For Upcoming Launch Party

TORONTO, Jan. 15 - Hundreds of cyclists and volunteers will take to the road on July 26, 2009 raising funds and awareness for the Toronto People With AIDS Foundation (PWA).

The 11th annual Friends for Life Bike Rally, presented by Scotiabank, will host a launch party on February 3, 2009 at George's Play Bar at 504 Church Street in Toronto. New and returning riders and crew can expect an energetic and enthusiastic crowd for this event. "We are looking for cyclists and volunteers to help make this another landmark year for the ride," said Todd Ross, Co-Chair of the Bike Rally. "We raised just over \$1 million in 2008 and our goal is to exceed that amount in 2009."

The Friends for Life Bike Rally is a grassroots, volunteer-driven fundraiser that began in 1998 when two friends challenged each other to cycle from Toronto to Montreal to support the Toronto People With AIDS Foundation.

Murray Jose, Executive Director of PWA said the need for funds is constantly growing. "This year, more than ever, we need money for core services like PWA's treatment programs and food programs for men, women and children living with HIV/AIDS in our community."

Christine Hollinger, a first time rider in 2008, said it was initially intimidating thinking about cycling to Montreal. "I hadn't been on a bike in years and when I registered for the first time last year, I wasn't even sure I could cycle that distance. When the network of support from the bike rally volunteers kicked in, I found a community that was there to support my journey, in every way."

Last year, PWA and Scotiabank partnered together in support of the Friends of Life Bike Rally, an event that has contributed more than \$5 million in the past 10 years, supporting women, men, and children living with HIV/AIDS in Canada. Scotiabank has committed to a three-year partnership with the organization.

"Supporting organizations like PWA, and events like the Friends for Life Bike Rally and all the related volunteer initiatives, are commitments that Scotiabank has made to communities where we operate," said Cory Garlough, Scotiabank Vice-President, Global Employment Solutions. "As someone who rode the distance with the Bike Rally last year, I know how dedicated the riders are to making a difference. We are proud to continue our support for PWA and to encourage others in our communities to reach out, embrace and support these important causes."

The launch party will bring together new riders and volunteers with experienced riders and crew who will be on hand to share stories about this rewarding and life changing event. Refreshments and prizes will also be available. For more information about the Friends for Life Bike Rally in support of Toronto People With AIDS, please visit www.bikerally.org.

About the Toronto People With AIDS Foundation (PWA)

PWA 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. To learn more, visit: www.pwatoronto.org.

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, in 2008 the Bank provided about \$43 million in sponsorships and donations to a variety of projects and initiatives, primarily in the areas of healthcare, education, social services and arts and culture. Visit us online at www.scotiabank.com.

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