



Dress Down – Dress Up For AIDS Day Fact Sheet



EVENT DATE: Friday, August 29th, 2008

LOCATION: Throughout the Okanagan Valley

PURPOSE: To raise awareness to prevent the spread of HIV and AIDS; to reduce the discrimination and stigmatization faced by those infected or affected; and to raise funds for client support and educational programming.

HISTORY: Dress Down – Dress Up for AIDS Day began in 2005 as part of our annual Okanagan Family AIDS Walk fundraising campaign. For a nominal \$5 donation, individuals purchase either a “Dress Down for AIDS Day” or a “Dress Up for AIDS Day” pin, which entitles them to dress casually or dress up at work on the designated day. Although this year’s designated day is August 29th, businesses who participate are free to choose whatever day they choose should that date not fit their schedule.

WHERE DOES THE MONEY GO?

All funds raised during our annual AIDS Walk stays right here in our community, helping to support those individuals who are living with HIV and AIDS and providing essential dollars for prevention and educational programs. The AIDS Walk is hosted by Living Positive Resource Centre, Okanagan and the Okanagan Aboriginal AIDS Society. Teams or individual walkers from all parts of the Okanagan Valley raise funds which go directly back into the communities in which they are raised. Monies raised in Vernon are directed back to North Okanagan Youth & Family Services, who provide HIV, AIDS and hepatitis open access support in the North Okanagan. In the past year, funds raised were used to subsidize emergency housing, medical fees, medications, transportation, purified water, utilities, hospital incidentals, personal needs, medical transportation, annual client functions such as Christmas dinners and hampers, and educational programs. In 2008-2009, portions of funds raised will also go towards “Grow the Dream” Campaign to expand Hospice House in the North Okanagan.

2008 AIDS WALK:

Maxine DeHart – Chair
The Honourable Steven Point, Lieutenant Governor of BC – Honourary Patron
Stephanie Tissot – 2008 AIDS Walk Coordinator
Karen Alexander – Community Development Coordinator
Arleen Sarsons – Community Development Assistant

FOR MORE INFO: Contact Living Positive Resource Centre, Okanagan
Stephanie Tissot
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