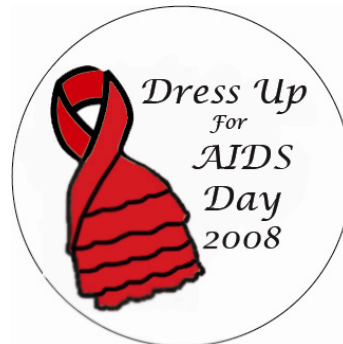




For Immediate Release
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Contact: **Karen Alexander**, Community Development Coordinator
Stephanie Tissot, 2008 AIDS Walk Coordinator
Living Positive Resource Centre, Okanagan
250-862-2437 or 1-800-616-2437



4th Annual Dress Down/Dress Up for AIDS Day

Kelowna – On **Friday, August 29th** 2008, you will notice “Dress Down for AIDS Day” or “Dress Up for AIDS Day” pins being worn throughout the community.

Living Positive Resource Centre is pleased to announce that as part of their annual Okanagan Family AIDS Walk campaign, they have once again organized a “Dress Down for AIDS Day”. This year we have added a “Dress Up for AIDS Day” component. **AIDS Walk Coordinator Stephanie Tissot** says, “We realize that there are many people in the community who would love to come out and support the 2008 Okanagan Family AIDS Walk presented by Interior Savings on Sunday, September 21st, but for logistical reasons may not be able to attend. This is such a generous community, and we know that residents are actively involved and interested in improving the community that they live and work in. What a great way to prepare for the last long weekend of the summer; throwing on those Hawaiian shirts and comfy shorts to show your support in the fight against AIDS. This year we decided since ‘casual’ has become standard summer dress code for some folks, we’d give them the option to shed the casual duds in favour of more upscale wear.” Living Positive hopes that business executives will continue to turn a blind eye to the rampant casual and/or upscale dressing taking place on Friday, August 29, 2008 as people purchase a \$5 “Dress Down For AIDS Day” or “Dress Up for AIDS Day” pin. The pins, pictured above, reflect fun, good taste and solid philanthropy. We encourage you to keep your eyes peeled for individuals sporting these pins at a variety of locations throughout the community.

AIDS Walk Chair Maxine DeHart reminds everyone “participation in ‘Dress Down/Dress Up for AIDS Day’ is certainly not limited to those in the business sector! Anyone in the community who wishes to show their support is encouraged to purchase a pin for only \$5 to help support individuals and families in our community whose lives have been impacted by HIV and AIDS. Education and awareness are our best tools to help fight this disease, and your contribution will help fund that.”

To find out how YOU can participate in “Dress Down/Dress Up for AIDS Day”, please contact us by calling 250-862-2437 or 1-800-616-2437, or visiting our office at 101-266 Lawrence Avenue, Kelowna. **Orders for pins must be received by August 6th, 2008.**

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