

MEDIA CALENDAR



LET'S GET MOVING!!
AIDS RUN & WALK CHICAGO
SATURDAY, OCTOBER 3, 2009
REGISTER TODAY AT AIDSRUNWALK.ORG!



MEDIA CONTACTS:

Maude Carroll, (312) 334-0913
mcarroll@aidschicago.org

Johnathon Briggs, (312) 929-9179
jbriggs@aidschicago.org

FOR IMMEDIATE RELEASE

Saturday, October 3

AIDS Run & Walk Chicago: Olympic Spirit in Motion

*Record number of pre-registrants for high-profile AIDS fundraiser;
5K event will feature "Kid At Heart Playground," performances by R&B artist Adam Emil,
Chicago Spirit Brigade and Get Up With The Get Downs*

WHEN/WHERE:

Saturday, October 3, Columbus & Balbo, Grant Park. The run starts at 9:55 a.m.; the walk at 10:00 a.m. Since 2001, AIDS Run & Walk Chicago has netted more than \$2 million to battle the epidemic.

NEWS DESKS: Perfect place to get post-day reaction on Chicago's 2016 Olympic bid.

WHAT:

With two days to go, a record 3,329 people have pre-registered for *AIDS Run & Walk Chicago* 2009, one of the city's high-profile fundraisers to combat HIV/AIDS. At this time last year, the event had 1,855 pre-registrants. More than 10,000 people are expected to turn out for this year's event. Proceeds benefit the AIDS Foundation of Chicago and nearly 100 community AIDS organizations.

Organizers credit several factors for the registration record including an eye-catching "Let's Get Moving" ad campaign and the *CommunityDirect* incentive in which 100% of all money raised by a Run & Walk team on behalf of a HIV/AIDS organization is given directly to that organization. Read stories of participants **here: <http://bit.ly/142mdo>**

AIDS Run & Walk Chicago honorary chair U.S. Congressman Danny Davis will be among those welcoming participants. A jam-packed roster of performances include: R&B artist Adam Emil, the Chicago Spirit Brigade, and the popular James Brown soul and funk cover band, Get Up With The Get Downs.

NEW! For the first time, this year's Run & Walk will feature the "Kid at Heart Playground" where adults, teens and children can take part in a gladiator joust, sumo wrestling or a sports bungee challenge.

WHO:

More than 10,000 people are expected to turn out for this year's event. **Perfect place to get post-day reaction on Chicago's 2016 Olympic bid.**

COST:

Registration is \$30 on-site. For more information, visit: aidsrunwalk.org or call 312.334.0946.