



Life Foundation
FIGHTING AIDS IN HAWAII AND THE PACIFIC

For Immediate Release:

Community Gears Up for 18th annual Honolulu AIDS Walk

Lululemon Athletica at Ala Moana Mall to Hold Registration Event on April 2nd, and Highlights the Honolulu AIDS Walk and HIV Testing in its Store Windows

Honolulu, HI- March 28, 2009- With less than one month to go until the 18th annual Honolulu AIDS Walk, businesses and individuals alike are gearing up for what could be the largest AIDS Walk in Hawaii's history. To date, more walkers have registered than in previous years, and new sponsors such as Lululemon Athletica and 24 Hour Fitness are giving support by distributing brochures and helping out at the event.

The 18th annual Honolulu AIDS Walk is scheduled for Sunday, April 19th. The Walk is an easy 5k (3 mile) walk around Kapiolani Park - registration starts at 8:00am, and the Walk starts at 9:00am, followed by entertainment, a health fair, inflatable bouncers, and food booths. The event is a benefit for Life Foundation, a local organization that provides free HIV testing and services for people living with HIV/AIDS. Brochures can be picked up at any Starbucks location.

To kick things off, on Thursday, April 2nd, Lululemon Athletica at Ala Moana Mall will be hosting an AIDS Walk registration table from 3 p.m. until closing. The store has also donated its window displays for the entire month of April to highlight the Honolulu AIDS Walk and the free HIV testing Life Foundation provides. Walkers who register are also eligible to win great prizes in a weekly give-aways such as dining gift certificates and passes to the VIP tent at the Honolulu AIDS Walk.

It is estimated that 3,000 people in Hawaii are living with HIV or AIDS. Approximately 40,000 new HIV infections occur each year in the United States - half of these among individuals under the age of 25.

Last year, the Honolulu AIDS Walk raised over \$200,000 to support Life Foundation's services, drawing more than 3,000 walkers and volunteers. This year, Life Foundation hopes to raise more than \$250,000. Teams remain an integral part of the Walk's success. Participants can form teams with friends or co-workers, and create a team webpage to promote their fundraising efforts. Individual and team walkers can register online at www.honoluluaidswalk.org, call 521-AIDS, or pick up a registration brochure at any Starbucks location.

Sponsors include: 24 Hour Fitness, Oceanic Time Warner Cable, Starbucks The Walking Company, Island 98.5, Hot 93.9, Star 101.9, Cable Positive, Nordstrom, Vacations Hawaii, The Honolulu Advertiser, Hawaii Tourism Authority, Vacation Internationale, Lululemon Athletica, City and County of Honolulu, Hulas Bar and Lei Stand, Boehringer Ingelheim, Aloha Care, Argosy University, and Procure.

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