



## MEDIA ADVISORY

### For Immediate Release

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### **NORCAL AIDS CHALLENGE TO RAISE MONEY AND AWARENESS FOR HIV/AIDS SERVICES**

*Opening Ceremonies to take place on May 15<sup>th</sup> in Folsom*

- WHAT:** On Thursday, May 15, close to 60 cyclists from the Sacramento region will leave on a 330 mile bike ride to raise money and awareness for HIV/AIDS. The NorCal AIDS Challenge is an annual event expected to bring in over \$200,000. All of the money raised will be given to three local organizations: the Center for AIDS Research Education and Services (CARES), Breaking Barriers Community Services Center and AIDS Housing Alliance/Open Arms Project.
- WHO:** Participating cyclists include people of varying ages and cycling experience. All of the riders have raised a minimum of \$1,600 each for the cause, and crew members also raise a minimum of \$250 each to participate.
- WHEN:** Thursday, May 15 from 6:30 a.m. to 7:00 a.m. (Cyclists will depart promptly at 7:00 a.m.)
- WHERE:** Beal's Point, Folsom/Granite Bay
- SEGMENT IDEA:** Interview "Team CARES," a group of people riding to support the Center for AIDS Research Education and Services.
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