



MEDIA ADVISORY

For Immediate Release

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

Closing Ceremonies to take place on May 18 at the Sacramento Capitol

WHAT: Close to 60 local cyclists will return to Sacramento after a four-day, 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.

At the closing ceremonies, a health fair will also be set up with materials from numerous local health organizations, followed by a lunch for volunteers, cyclists, family and friends.

WHO: Riders of varying ages and cycling experience will be joined by family and friends to celebrate their accomplishment with music, cake and light refreshments.

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: Sunday, May 18 at 11:30 a.m. All riders will arrive promptly at Noon.

WHERE: West Steps of the Capitol Building.

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