



**WHITMAN-WALKER HEALTH**  
*Community. Caring. Quality.*

**FOR IMMEDIATE RELEASE**  
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## **“FACE THE FACTS: WALK THE WALK.” AIDS WALK LAUNCHES AD CAMPAIGN**

*Campaign Promotes Facts about HIV and AIDS in DC, Encourages AIDS Walk Registration*

**WASHINGTON** – Whitman-Walker Health will launch its new ad campaign for the 2013 AIDS Walk Washington this week. The campaign, titled “Face the Facts: Walk the Walk,” focuses on facts about the HIV epidemic in DC to spur participation in the Oct. 26 fundraising walk. The ads, along with information on registration, donating and volunteering for the Walk can be found at [www.aidswalkwashington.org](http://www.aidswalkwashington.org).

“Many people think that the HIV and AIDS crisis is over, or there is no longer an alarm or need for action,” said Don Blanchon, Executive Director of Whitman-Walker Health, the producer and main beneficiary of AIDS Walk. “In Washington, DC, we have made great progress reducing HIV prevalence rates, but we’re not at the finish line yet. Until the number of new HIV infections, people living with HIV, and AIDS deaths all reach zero, our work as an organization and as a community is not done.”

“And the way to get to zero is to face the facts of what is happening in our city and do the work to end this epidemic: get tested regularly, proactively protect yourself, get into treatment if you’re HIV-positive and stay in treatment, talk openly and honestly about HIV with your partners, friends and family,” said Blanchon. “And show your support for the fight against the epidemic by registering and raising money for AIDS Walk. The funds raised will help to care for thousands of people living with HIV and AIDS in the DC area.”

The campaign will appear in a variety of outlets, including newspapers and magazines, television, online and Metro train stations and buses throughout the months of September and October.

The 27<sup>th</sup> annual AIDS Walk Washington will be held on Saturday, Oct. 26, at Freedom Plaza. Activities begin at 7:00 am. The 5K timed run begins at 9:15 am with the Walk stepping off at 9:20 am. To register, donate or volunteer, visit [www.aidswalkwashington.org](http://www.aidswalkwashington.org).

Established in 1978, Whitman-Walker Health is a non-profit, community health center serving the Washington, DC, metropolitan area. Through two sites in the District of Columbia, Whitman-Walker Health offers primary medical and dental care; mental health and addictions counseling and treatment; HIV education, prevention, and testing; legal services; and medical adherence case management. Whitman-Walker Health is committed to meeting the health needs of the gay, lesbian, bisexual and transgender community and people living with HIV/AIDS.

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[AIDS Walk \(Voice of America, 10/30/13\)](#)

[AIDS Walk Washington \(Metro Weekly, 10/31/13\)](#)

[It's Not Too Late to Give: AIDS Walk 2013 \(Georgetown Dish, 10/31/13\)](#)

[D.C. AIDS Walk raises \\$600,000 \(Washington Blade, 10/27/13\)](#)

[AIDS Walk Wants to Change Attitudes \(NBC4, 10/26/13\)](#)

[AIDS walk draws thousands to D.C. \(WJLA, 10/26/13\)](#)

[D.C. Leaders, Norton Speak At AIDS Walk \(WAMU, 10/26/13\)](#)

[27th Annual AIDS Walk Draws Nearly 8,000 in D.C. \(CBS Radio DC, 10/26/13\)](#)

[Thousands expected to participate in 27th annual AIDS Walk in Washington \(Washington Post, 10/26/13\)](#)

[AIDS Walk Washington is On The Move \(NBC4, 10/26/13\)](#)

[AIDS Walk Washington Raises Money, Awareness \(NBC4, 10/25/13\)](#)

[D.C. celebrates progress, prepares for future in city's fight on HIV/AIDS \(WTOP, 10/25/13\)](#)

[AIDS Walk Thanks Booz Allen Hamilton \(Metro Weekly, 10/25/13\)](#)

[Aging And HIV: An Evolving Public Health Crisis \(WAMU, 10/24/13\)](#)

[The Fight Against HIV/AIDS; DC Marijuana Debate \(NewsChannel 8, 10/24/13\)](#)

[D.C. AIDS Walk expected to draw 10,000 \(Washington Blade, 10/24/13\)](#)

[AIDS Walk Washington scheduled for Saturday \(Washington Post, 10/23/13\)](#)

[Man Helped by DC AIDS Clinic Pays It Forward \(NBC4, 10/22/13\)](#)

[AIDS Walk To Honor Sean Sasser \(Metro Weekly, 10/21/13\)](#)

[AIDS Walk Washington to Honor Sean Sasser \(POZ, 10/18/13\)](#)

[VIH prevalece con fuerza en latinos \(El Tiempo Latino, 10/18/13\)](#)

[AIDS Walk gears up in DC for October 26th \(WUSA9, 10/10/13\)](#)