

World AIDS Day

STOP AIDS. KEEP THE PROMISE.

1988-2008



Leadership is the theme for World AIDS Day 2007 and 2008, promoted with the campaigning slogan, "Stop AIDS. Keep the Promise."

Leadership encourages leaders at all levels to stop AIDS. Building on the 2006 theme of accountability, leadership highlights the discrepancy between the commitments that have been made to halt the spread of AIDS, and actions taken to follow them through. Leadership empowers everyone – individuals, organizations, governments – to lead in the response to AIDS. 2008 marks the 20th anniversary of World AIDS Day. Since 1988, the face and response to AIDS has greatly changed. While many of these changes are positive, this anniversary offers us an opportunity to highlight how much more still needs to be done.

The staff, board and volunteers of Tyler AIDS Services are excited to announce the schedule of events for World AIDS Day, December 1, 2008, in Tyler, TX.

11:30 a.m.: **Balloon Launch.** All around town, red helium balloons will be simultaneously launched, in recognition of World AIDS Day. A helicopter ride will be provided to the first TV station to express interest in covering the balloon launch from the air.

12:00 p.m.: **Lunch in the Square.** A free lunchtime concert filled with live music, along with a message from the mayor at the square, downtown Tyler. Bring your own lunch, or box lunches may be purchased in advance for \$5.00. Stop by Tyler AIDS Services at 410 S. Chilton or call 592-0757 for more information. Employers are encouraged to allow employees to wear blue jeans and a red t-shirt on Mon, Dec 1, providing they make a nominal donation of \$1.00 to Tyler AIDS Services.

6:30 p.m.: **Candlelight Walk.** A short memorial service at the First Presbyterian church, 230 W. Rusk Street, with a message by Rev Stuart Baskin, will be followed by an AIDS update by Dr. Michael Borucki, infectious disease specialist and Chief Medical Officer at the Community Health Clinics of Northeast Texas. After the short service, guests will be provided with candles for a short walk to Bergfeld Park, where they will form a circle and reflect upon those friends and family members who have been lost to AIDS. Afterwards, free refreshments in the park will be provided by Starbucks Coffee at 4925 S. Broadway.

Tyler AIDS Services, Inc. is a full-service HIV/AIDS facility serving Tyler/Longview and many of the 32 North East Texas communities. We are committed to working with and assisting persons living with HIV/AIDS and their families and friends by providing opportunities to improve and enhance the quality of life, to educate and assist them in learning to live and cope with this disease. We are equally dedicated to teaching HIV/AIDS prevention to the High Schools, Colleges, and the general public in our community and throughout East Texas.

If you'd like more information, or to schedule an interview, please call Tyler AIDS Services Executive Director Reggi Durch at (903) 592-0757 . You can also reach her by email: reggi@tyleraidsv.org. Television reporters are encouraged to inquire about a possible opportunity for a helicopter ride to view the balloon launch.