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Clark County Health District • Public Information Office • 625 Shadow Lane, Las Vegas, NV 89106 • (702) 759-1390

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## Media Advisory

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November 28, 2005  
FOR IMMEDIATE RELEASE

### **District to Participate in Local Observance of 17<sup>th</sup> Annual World AIDS Day** Memorial quilt displays and awareness events planned throughout week

**WHAT** The 17<sup>th</sup> annual observance of World AIDS Day is December 1, 2005. Conceived and adopted in 1988 by representatives of 140 countries at the World Summit of Ministers of Health on AIDS, World AIDS Day serves as an opportunity for governments, non-governmental and local organizations, AIDS programs and individuals to demonstrate solidarity in the fight against AIDS.

The Clark County Health District will join Aid for AIDS of Nevada (AFAN), Golden Rainbow and the Clark County Coalition of HIV/ AIDS Service Providers in several events throughout the week of World AIDS Day.

**WHEN** November 28, 2005 – December 2, 2005 (see attached schedule)

**WHERE** Various locations (see attached schedule)

**WHY** This year's theme, "Stop AIDS: Keep the Promise," is intended to remind worldwide leaders, health providers and organizations about our promises to continue the fight against AIDS. As of October 2005, nearly 3,000 Clark County residents are living with HIV. Since surveillance began, roughly 4,300 Clark County residents have been diagnosed with AIDS, and 2,000 of those people have died.

Local World AIDS Day events will observe the progress made in battle against HIV/AIDS, address challenges and remind the community that the epidemic is far from over.

**For more information, contact either Cherie Filler-Maietta (702) 759-0726 or Chris Reynolds (702) 759-0723 at the Clark County Health District Office of AIDS.**

(more)

## **World AIDS Day, December 1, 2005 Schedule of Events**

### **Memorial Quilt Display**

Clark County Government Center Rotunda  
500 S. Grand Central Parkway  
Las Vegas, NV 89106  
Contact: Cherie Filler-Maietta, (702) 759-0726

November 28, 2005 – December 2, 2005  
9:00 a.m. – 5:00 p.m.

The goals of the AIDS Memorial Quilt display are to provide a creative outlet for remembrance and healing, illustrate the enormity of the AIDS epidemic, raise awareness of HIV/AIDS, assist with HIV prevention education and show compassion for people impacted by HIV/AIDS.

### **World AIDS Day Candlelight Vigil**

AIDS Interfaith Ministries  
First Christian Disciples of Christ Church  
101 S. Rancho Dr.  
Las Vegas, NV 89106  
Contact: Pat Manning, (702) 383-6963 or Lionel Starkes, (702) 383-1892

December 1, 2005  
7:00 p.m.

### **THINK Media Campaign Launch**

The print, radio, theater-ad, t-shirt and educational campaign will begin December 1. The campaign is a collaborative effort between the Clark County Health District Office of AIDS, Golden Rainbow and AID for AIDS of Nevada (AFAN). The THINK campaign seeks to generate awareness of HIV/AIDS and provide powerful statistical messages that show the magnitude of the HIV/AIDS epidemic.

Contact: Paul Speirs, (702) 413-4278

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