



FOR IMMEDIATE RELEASE

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Lighting the Way for Awareness World AIDS Day 2008 Celebrates Its 20th Year

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ATLANTIC CITY, NJ—This December 1, 2008 marks the 20th anniversary of World AIDS Day, a day when individuals and organizations around the world join together to raise awareness about the global AIDS epidemic.

Lighting the way for awareness, South Jersey AIDS Alliance (SJAA) will hold a Ceremony of Lights on December 1st at dusk at SJAA's headquarters located at 19 Gordon's Alley, Atlantic City, NJ. "The lighting of the exterior of our offices at Gordon's Alley is to commemorate those who have passed and those who continue to carry on the fight," said Keith Egan, SJAA's CEO.

SJAA is also partnering with the Atlantic City Health Department's HIV Services during a Health Fair on December 1st from 10:00 a.m. to 2:00 p.m. in the Atrium at 1301 Atlantic Avenue, Atlantic City, NJ. During the Health Fair, there will be a memorial quilt display, HIV testing services and giveaways by local businesses and service agencies.

The international theme for World AIDS Day 2008 is Leadership with emphasis on its slogan "Stop AIDS: Keep the Promise." South Jersey AIDS Alliance, South Jersey's leader in the fight against AIDS is now in its 23rd year in the fight against AIDS.

"We are doing everything we can do to stop HIV. As our mission states, "We are a caring, compassionate organization dedicated to the fight against HIV/AIDS" and to that end, one of the things we have done is to increase our support services for clients with all of our efforts directed to insuring that they receive medical care and multi-drug therapies and remain adherent to both. We also provide evidence-based prevention programs to keep people at risk from contracting HIV," stated Egan.

"The Center for Disease Control and Prevention's (CDC) has developed new estimates of the total number of people living with HIV in the United States. CDC's analysis reveals that there were more than a million people—an estimated 1,106,400 adults and adolescents—living with HIV infection in the United States at the end of 2006. Of those individuals, approximately 1 in 5 (21%) do not know they are infected," according to CDC's website.

SJAA's programs and services span 1,300 square miles in three counties—Cumberland, Cape May and Atlantic—and serve around 2500 people annually.

To learn more about SJAA's programs and services, please go to its website at www.southjerseyaidsalliance.org or call 800-281-AIDS.

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South Jersey's Leader in the fight against AIDS