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AIDS Walk Wisconsin Names American Television Personality and fashion Mentor Tim Gunn Honorary Chair of 2014 Walk/Run

Gunn to auction off private dinner in Milwaukee to raise money for the Walk

MILWAUKEE – The AIDS Resource Center of Wisconsin (ARCW) announces today that national fashion icon and television personality Tim Gunn will be the Honorary Chair of the 25th annual AIDS Walk Wisconsin & 5K Run. The event will be held on Sunday, October 12 at the Summerfest Grounds. ARCW produces the event and is the primary beneficiary of funds raised by the event.

Mr. Gunn is the Emmy® Award-winning cohost of the Lifetime Network’s “Project Runway.” In the show, he serves as a mentor to contestants who vie for top-designer status in the fashion incubator reality TV series, often using his popular catchphrase “make it work.” Off camera, he is a fashion educator and author. He co-authored the book *Tim Gunn: A Guide to Quality, Taste and Style*, which was published in 2007.

“I am delighted to be named Honorary Chair of AIDS Walk Wisconsin, and this is tremendously meaningful to me,” said Gunn. “We need to strengthen the fight against AIDS, and I know that AIDS Walk Wisconsin will keep Wisconsin a national leader in helping people with HIV live long, healthy lives.”

To help raise pledges for AIDS Walk Wisconsin, Gunn will participate in an auction that will allow the winner to attend a private dinner with him at a Milwaukee restaurant the night before the Walk.

“I am looking forward to what will be a wonderful evening with someone who cares deeply about the fight against AIDS. I know Wisconsinites are caring and generous, and I am counting on these strong Midwestern values to demonstrate that in this special auction. I know it will be a memorable evening to help raise money for people who need the support,” Gunn said.

“For our 25th anniversary, we are excited to welcome everyone’s favorite fashion mentor, Tim Gunn, as our Honorary Chair of AIDS Walk Wisconsin & 5K Run,” said Mike Gifford, President and Chief Executive Officer of ARCW. “We are thrilled and pleased to have him serve as our Honorary Chair. The fashion industry continues to be active in the fight against AIDS, and Tim Gunn is a voice of encouragement and acceptance for LGBT youth in today’s media and a tremendous support for people confronting HIV.”

Gunn served as a member of the administration and faculty at Parsons School of Design for 24 years and has a rich and deep history with the institution. In August 2000, Gunn was appointed Chair of the Department of Fashion Design at Parsons with the charge of retooling and invigorating the curriculum for the 21st century. Under his direction, the department was repositioned as the indisputable leader in

fashion design education in America and as one of only a handful of leading programs in the world. Upon leaving Parsons, Gunn received the title of Honorary Chair of Fashion Design at the school. In addition, Liz Claiborne, Inc. endowed a scholarship in his name.

Over the past 25 years, more than 120,000 registrants have participated in AIDS Walk Wisconsin and raised more than \$11.3 million. One hundred percent of the pledges raised from AIDS Walk Wisconsin have stayed in Wisconsin to benefit people living with HIV in the state.

“Today, people with HIV live longer in Wisconsin than anywhere else in the United States,” said Gifford. “This doesn’t mean the fight is over. In fact, we need to be more determined than ever. Every time someone registers for the Walk and raises pledges of any amount, they are helping our patients be among the healthiest in the country. It is hard to think how Wisconsin’s fight against HIV/AIDS would look today without the impact of AIDS Walk Wisconsin.”

“I urge everyone to join me right now and register for AIDS Walk Wisconsin at www.aidswalkwis.org. Raise pledges, bid on dinner with me and I will see you in October for what I know will be a terrific celebration of all your efforts,” said Gunn. “Make it work!”

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Past Honorary Chairs of AIDS Walk Wisconsin

Secretary of the Wisconsin Department of Tourism Stephanie Klett, 2013
Milwaukee Brewer and National League MVP Ryan Braun, 2012
Green Bay Packer Linebacker and World Champion Clay Matthews, 2011
Indie Rock Sensation Bon Iver, 2009
BD Wong, 2006
Milwaukee Mayor Tom Barrett & Kris Barrett, 2005
Wisconsin Governor Jim Doyle & First Lady Jessica Doyle, 2003
Bill Brochtrup, 2002
Eric Benet, 2001
Six-Time Olympic Champion Jackie Joyner-Kersey, 2000
Danny Glover, 1999
Chastity Bono, 1998
Four-Time Olympic Champion Greg Louganis, 1997
Bette Midler, 1996
Vice President Al Gore & Tipper Gore, 1995
Darryl Hamilton, 1994
Earvin “Magic” Johnson and Milwaukee Bucks Coach Mike Dunleavy, 1993
Milwaukee Brewer & Baseball Hall of Famer Paul and Linda Molitor, 1992
Bud and Sue Selig of the Milwaukee Brewers, 1991
Milwaukee Mayor John O. Norquist and Susan Mudd, 1990

About the AIDS Resource Center of Wisconsin

The AIDS Resource Center of Wisconsin is home to the ARCW Medical Center – Wisconsin’s largest and fastest growing HIV health care system. Through its integrated medical, dental and mental health clinics along with its pharmacy and dedicated social services that include food pantries, a legal program, housing support and social work case management, 3,000 HIV patients in Wisconsin gain the health care and social services they need for long-term survival with HIV disease from ARCW.