



AIDS RESOURCE CENTER OF WISCONSIN

Excellence in HIV Health Care

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For immediate release

24th Annual AIDS Walk Wisconsin Raises \$341,481; Leaders Call for World without AIDS

*2,177 Walkers and Runners Join Honorary Chair Stephanie Klett to Raise Funds for
HIV Prevention, Care and Treatment in Wisconsin*

Milwaukee, WI... AIDS Walk Wisconsin organizers are announcing that 2,177 runners and walkers from across Wisconsin joined together to raise \$341,481 to make sure all people living with HIV in Wisconsin have access to medical care and medications critical to sustaining their lives. Funds raised at AIDS Walk Wisconsin also support effective HIV prevention programs to reduce the spread of HIV. All money raised by AIDS Walk Wisconsin stays in the state.

“Thank you for walking, running, fundraising, teambuilding and helping people with HIV have a better life,” said Stephanie Klett, who served as the AIDS Walk Wisconsin 2013 Honorary Chair and is the Secretary of the Wisconsin Department of Tourism. “I walk because for over 21 years I have been a part of this fight. Because the gorgeous state we call home has 72 diverse counties and people with HIV have been diagnosed in all of them.”

Since 1983, more than 10,200 people have been diagnosed with HIV in Wisconsin, and today there are more than 6,550 people confirmed to be living with HIV. Over the past five years, Wisconsin has averaged approximately 400 new HIV patients per year, including 260 newly confirmed cases in which the person received their initial diagnosis in Wisconsin. Additionally, one in five people with HIV do not know they carry the virus, a problem especially prominent among people where six out of ten who have HIV do not know it.

“Today is an important day in our quest for a world without AIDS,” said ARCW President and Chief Executive Officer Mike Gifford. “AIDS Walk Wisconsin ensures everyone with HIV in Wisconsin has access to the health care and medicine they need to live long, healthy lives, regardless of their ability to pay.”

HIV remains an incredibly complex and expensive disease for patients to control. Lifetime health care costs for people living with HIV can exceed \$600,000 solely attributed to managing their HIV. Nationally, only 25% of HIV patients are controlling their HIV well, compared to 78% of patients who receive their

care at the ARCW Medical Center, indicating the value and return on investment AIDS Walk Wisconsin helps generate.

The ARCW Medical Center – Wisconsin’s largest and most comprehensive provider of high quality medical, dental, and mental health care for HIV patients – is the primary beneficiary of the money raised at AIDS Walk Wisconsin. Social services and HIV prevention programs are also supported by AIDS Walk Wisconsin, including those offered both at ARCW and at other organizations benefiting from proceeds raised at the event including: AIDS Network; Common Ground Ministry/Elena’s House; Fair Wisconsin; the Milwaukee LGBT Community Center; the City of Milwaukee Health Department; One Heartland; Richard’s Place; the Sheboygan County AIDS Taskforce.

AIDS Walk Wisconsin’s Raising the Bar Competition also set a record this year with 20 bars and taverns from Appleton, Green Bay, Kenosha, Madison, Milwaukee and Sheboygan participating. For the second year in a row, the team from DIX won the competition, raising more than \$27,000. Since its inception, Raising the Bar has raised more than \$288,000 to ensure access to HIV prevention, care and treatment programs for all who need them.

Wisconsin businesses continued their strong philanthropic support for the fight against AIDS as well. MillerCoors served as Presenting Sponsor for the 24th year and was joined by Grand Sponsor the Brewers Community Foundation. Additional sponsors include: SC Johnson, American Family Insurance, the Green Bay Packers, Dynacare, Weyco Group, Hayat Pharmacy, Arketype, Wisconsin Gazette, Fox 6, Shepherd Express, Clear Channel Outdoor, the Onion, Culligan, Starbucks, Milwaukee County Parks, Central Bark, Performance Running Outfitters, Pete’s Fruit Market, the Kingfish, P&N Promotions, Pridefest Milwaukee, Northwestern Mutual Foundation and Elements Massage.

AIDS Walk Wisconsin 2013 also added a 5K run this year, which drew more than 100 runners in its first year.

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