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***25<sup>th</sup> Anniversary AIDS Walk Wisconsin  
2014 Raises \$462,425  
Total raised represents 26% increase over 2013 Walk***

MILWAUKEE... More than 2,676 walkers and 200 runners raised \$462,425 to support HIV prevention, care and treatment programs throughout Wisconsin at today's 25<sup>th</sup> Anniversary AIDS Walk Wisconsin and 5k Run.

"Twenty five years of AIDS Walk Wisconsin has produced some amazing results," said AIDS Walk Wisconsin Honorary Chair Tim Gunn. "People with HIV live longer, healthier lives here than in any other state in the country. AIDS Walk Wisconsin – you are making it work!"

"Today, the Summerfest Grounds are transformed into hallowed ground," said ARCW president and Chief Executive Office Mike Gifford. "Today, we transform this place with a renewed, solemn and determined unity to defeat the worst public health crisis of our time – the AIDS epidemic. From your efforts has grown America's premier HIV health care system – the ARCW Medical Center."

"Every step you take today transforms the fight against AIDS into a battle that together we can win," Gifford said.

In addition to individual walkers and runners, AIDS Walk Wisconsin presented three unique team competitions that challenged groups to raise funds for HIV services.

This year's Raising the Bar Competition set a record this year with 26 bars and taverns from across the state. For the third year in a row, the team from DIX won the competition, raising more than \$32,961. The Raising the Bar competition raised more than \$56,209 this year, and has raised more than \$360,000 for AIDS Walk Wisconsin since its inception.

New this year, AIDS Walk Wisconsin partnered with the Cream City Foundation to present the Cream City Corporate Challenge. This challenge is a friendly competition among teams from various LGBT resource groups of corporations to raise money for the fight against AIDS. The inaugural winner of the Cream City Corporate Challenge is Northwestern Mutual, having raised \$5,400. The Cream City Corporate Challenge raised \$11,090.

Also, this year's Walk featured a challenge among seven Milwaukee area high school teams. This year's winner is the team from West Bend East which raised more than \$2,945. The high school challenge raised more than \$3,745.

Past Honorary Chair Ryan Braun and the Brewers Community Foundation also issued a \$25,000 challenge in the closing days of the lead-up to the Walk. Walkers were more than up to the challenge, raising a total of \$74,380 over the past eight days, earning the additional donation from Braun and Brewers.

The top fundraising team at AIDS Walk Wisconsin 2014 is the AIDS Resource Center of Wisconsin Staff, Friends and Family team, which raised more than \$39,150. The top fundraising individual this year is Eric Hamilton who raised \$15,616.

Winners of the second annual 5k run are Laura Selig (22:35) and Cody Powers (18:22). Both runners are from Milwaukee.

HIV is a 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 about 25% of HIV patients are controlling their HIV well, compared to 85% of patients who receive their care at the ARCW Medical Center, indicating the value and return on investment AIDS Walk Wisconsin helps generate.

Over the past five years, an average of 250 people are diagnosed with HIV in the state. New cases, combined with successful care and treatment programs for people living with HIV that allow people with HIV to live longer, healthier lives mean that there are more people in need of HIV healthcare and treatment services than ever before.

Since the beginning of the AIDS epidemic in Wisconsin, more than 10,500 people have been diagnosed with HIV in the state. Today, it is estimated that more than 8,000 people are living with HIV in Wisconsin, with almost 20% unaware of their status. Recent studies have estimated that as many as six in ten young people living with HIV are unaware of their HIV status.

Over the past 25 years, more than 123,000 registrants have participated in AIDS Walk Wisconsin and raised more than \$11.7 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.

AIDS Walk Wisconsin is produced by the AIDS Resource Center of Wisconsin (ARCW). ARCW 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.

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