

Media Contacts:

Betsy Levy
Landis Communications Inc. (LCI)
(415) 359-2312
prc@landispr.com
www.landispr.com



PRC and AIDS Walk San Francisco Foundation Announce Partnership to Produce AIDS Walk San Francisco 2020

Gilead Sciences To Serve As Presenting Sponsor

SAN FRANCISCO (Dec. 9, 2019) – As [AIDS Walk San Francisco](#) gears up for its 34th consecutive year, slated for July 19, 2020, PRC and AIDS Walk San Francisco Foundation today announced a new partnership to produce the Bay Area’s largest single-day AIDS-related fundraiser. As the newly appointed primary beneficiary, PRC will work hand-in-hand with AIDS Walk San Francisco Foundation, along with [MZA Events](#), to jointly produce, promote and fundraise for the event.



“It’s an honor to be named primary beneficiary of AIDS Walk San Francisco 2020, enabling our organization to affect positive change and further our mission to reduce the root causes of poverty and advance community health,” said Brett Andrews, PRC’s CEO. “Given the evolution of the HIV epidemic, it is more important than ever that we continue to raise awareness and funds that not only support HIV care and prevention services, but also mental health, substance use, housing and other critical social services that meet the needs of our community. PRC works in collaboration with a variety of public, corporate and nonprofit partners to provide client services and impact the wider issues of poverty and community health – bringing like-minded services under one roof.”

Every year, AIDS Walk San Francisco generates funds to support local nonprofits that are providing a host of HIV/AIDS services, research and prevention programs throughout the Bay Area. In 2019, thousands of participants – many of whom were members of hundreds of corporate and community teams – raised more than \$1.5M to support these vital programs and services. The top beneficiaries for 2019 included Ward86 Pop-up Clinic, PRC and Project Open Hand. For the 2020 walk, PRC will serve as the administrator of the community grants program. The criteria and process for identifying beneficiaries will be devised and shared in the coming months.

“Fighting HIV/AIDS today means tackling the endemic issues that fuel its spread, including homelessness, addiction, poverty, and discrimination – that’s why PRC is such a logical and worthy choice to be at the helm of this much beloved and anticipated annual event,” said Craig Miller, founder of AIDS Walk San Francisco and president of MZA Events. “The organization continues to improve countless lives through its supportive housing programs, culturally sensitive counseling and emergency financial assistance – including specialized support for those living with HIV/AIDS.”

Each year, thousands of individuals come together to remember those who have been lost to the disease and to further the work to find permanent health care solutions for those who are affected by HIV/AIDS. As the disease has evolved over time, AIDS Walk San Francisco’s response has changed with the times, and now places particular focus on the aging HIV positive population, homelessness, mental health and substance use challenge amongst those who are diagnosed.

“Gilead is honored to support AIDS Walk San Francisco as the presenting sponsor in an effort to raise awareness and funds for HIV care as well as help shine a spotlight on the Bay Area’s most pressing health, social and human rights issues, reaching communities that are disproportionately impacted by HIV,” said Korab Zuka, vice president of public affairs at Gilead Sciences.

“The overall decline in new HIV diagnoses and improvements in HIV care outcomes demonstrate a positive trend toward achieving the goal of zero HIV infections” added Andrews. “However, in order to address and achieve the [Getting to Zero](#) goal, a campaign we support – including zero stigma and discrimination, and eliminating disparities in healthcare driven by race/ethnicity, age, gender, housing status, and risk group – all of these factors need to be addressed.”

AIDS Walk San Francisco recognizes that no one organization can meet all the needs of people living with HIV/AIDS. That is why the event emphasizes not one voice, but many voices; not just services in one city; but rather a Bay Area-wide effort to bring this epidemic to an end.

About PRC

PRC, a San Francisco-based nonprofit, helps people affected by HIV/AIDS, substance use or mental health issues better realize opportunities by providing integrated legal, social and health services that address the broad range of social risk factors that impact wellness and limit potential. In 2017, PRC merged with AIDS Emergency Fund, an emergency financial assistance provider for low-income residents disabled by HIV/AIDS, and Baker Places, an agency that provides a comprehensive array of residential treatment services to people with mental health, substance abuse and HIV/AIDS-related issues. Combined, the three organizations operate as PRC, representing a cumulative 115-year history of service and providing critical support to approximately 5,400 clients annually. For more information, please visit: <https://prcsf.org/>.

About AIDS Walk San Francisco

Since 1987, AIDS Walk San Francisco has raised more than \$90 million for lifesaving HIV prevention, testing, and care programs and services, and has grown into the largest AIDS fundraising event in Northern California. AIDS Walk San Francisco has become a Bay Area tradition, bringing together tens of thousands of participants and volunteers; hundreds of corporate, community, and friends and family teams; and hundreds of thousands of donors from the Bay Area and across the country. For further information, please visit: <https://sf.aidswalk.net/>.

###