

ALWAYS



HOPE AFFAIR

“We’re always here, so there’s always hope”



"We're always here, so there's ALWAYS HOPE"

December 12, 2011

Ms. Renita Collier
Editor
The Capital Outlook
1363 E. Tennessee St.
Tallahassee, FL 32308

Dear Ms. Collier:

"I don't want to die mommy," said little Kaylie Smith. "I don't feel as sick as I use to so what does this mean mommy?" Two hours later the doctor walks from around the corner with the biggest smile on face. "I have never seen this before in my life Mrs. Smith but we could not find any more signs of HIV/AIDS in you nor your daughter," Dr. John Lewis said. Helen Smith drops to her knees in tears.

This is the miracle the AIDS Healthcare Foundation is looking to happen one day.

AHF is hosting their first charity event, the "Always Hope Affair" on January 14, 2012 at 8 p.m at the Golden Eagle Golf and Country Club ballroom. The Always Hope Affair is a formal event that is looking to raise \$100,000 for the fight against HIV/AIDS. AHF has been fighting this virus for over 24 years and they are the largest AIDS organization in the world.

Patti Labelle said she's only willing to do one interview at this event and we think the *Capital Outlook* deserves this major opportunity. So e would like to offer the *Capital Outlook* this exclusive interview. Please let me know if there's anything I can do to help you make this story a hit for the Capital Outlook. You can reach me at my mobile number (850) 673-9219, if there's anything I can do to assist you.

I will call you Monday, December 19, to follow up with you on all the details of the event and to see if I can be of any help to you. AHF and I really appreciate your time and consideration.

Sincerely,

Chris Brown
Public Relations Director



"We're always here, so there's ALWAYS HOPE

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CONTACT

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MEDIA ADVISORY

Enjoy donating at the Always Hope Affair

AIDS Healthcare Foundation is hosting their first charity event. The Always Hope Affair is not only for raising money for HIV/AIDS victims, but to entertain as well. There will be performances by well-known music artist such as, country singer Keith Urban, soulful singer Fantasia, the beautiful Barbara Streisand, and last but not least, the Patti Labelle herself. Well will be auctioning off a few pieces of art by famous painters like Marc Chagall, Salvador Dali, and a few great pieces from local artists as well. We will also be showcasing and selling the latest fashion by some of the world's top designers. There will be something for everyone at the Always Hope Affair.

WHO: Patti Labelle, Performer

Barbara Streisand, Performer

Fantasia, Performer

Keith Urban, Performer

Ne Ne Leakes, Host

WHAT: The Always Hope Affair is an HIV/AIDS fundraiser

WHY: To raise \$100,000 in one night for the AIDS Healthcare Foundation.

WHERE: The Golden Eagle Golf & Country Club
3700 Golden Eagle Drive East
Tallahassee, FL 32312-4017

WHEN: January 14, 2011, 8 p.m to Midnight

Drinks will be served. Valet parking will be available.
Follow us on Twitter @Always_H_Affair for more details



"We're always here, so there's ALWAYS HOPE"

FACT SHEET

Always Hope Affair

- AIDS Healthcare Foundation was founded in 1987.
- The objective of this event is to raise \$100,000 in one night for the fight against AIDS
- The Capital Outlook may cover this event
- NeNe Leakes will host the event
- Fantasia, Barbara Streisand, Keith Urban, and Patti Labelle will perform
- Michael Weinstein, president of the AHF will give speech
- Over 200 guest have RSVP for this event
- Timothy Ray Brown, first man to be cured of AIDS, will speak
- There will be a silent auction
- Paintings from well-known artists will be available for purchase
- Alcoholic and non-alcoholic drinks will be served
- Valet parking will be available



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Backgrounder

Even though the rate of deaths caused by HIV/AIDS is declining, there are people out there who are still suffering with the virus. There’s over 8,600 Americans that are waiting for their medication but have not received it because the medication is not available for them and most can’t afford it. The AIDS Healthcare Foundations has been trying their best to reach all the HIV/AIDS victims for over 20 years.

The History of the AIDS Healthcare Foundation

AHF is the largest international HIV/AIDS healthcare organization in the world. They have been providing medication to those who are living with HIV/AIDS for 24 years. AHF has worked with organizations in Africa by sending food, medicine, and doctors there the people living the virus. They raised over \$50 million to find ways to help people live longer with AIDS.

AHF Mission

As an expert in the delivery of HIV/AIDS medical care and influential advocates, AHF is at forefront to control AIDS globally. We advocate for effective prevention strategies, work toward the expansion of HIV testing worldwide and play a major role in antiretroviral treatment delivery.

AHF is providing treatment, care and support services in 20 countries and five continents. We will continue to marshal our forces to stay ahead of the epidemic-measuring our success in infections prevented and lives saved. “Our largest enemy is complacency,” said Michael Weinstein, president of AHF.

AHF Partners

AHF partners with over 100 different organizations including:

- Academy for Educational Development
- AFABI, A.C.
- AIDCHILD
- AIDS Information Center - Uganda
- Alliance of Mayors Initiative for Community Action on AIDS at the Local Level
- American International Health Alliance
- Asociacion de Investigacion, Desarrollo y Educacion Integral - Guatemala
- Cambodian Network of People Living with HIV/AIDS
- Catholic Church Masaka- MADDO
- CENSIDA
- Centers for Infectious Disease Research in Zamb



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NEWS RELEASE

January 6, 2012
FOR IMMEDIATE REALEASE

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The AIDS Healthcare Foundation gives hope at the Always Hope Affair
The AHF will host an AIDS fundraiser to raise money for HIV/AIDS victims

TALLAHASSEE – There’s always hope for the people living with HIV/AIDS as long as the AIDS Healthcare Foundation is around. The AHF is an internationally-known AIDS organization and they will host their first major fundraiser, the Always Hope Affair. This event is on January 14, 2012 at 8 p.m, and will be held at the Golden Eagle Golf & Country Club, in hopes of raising \$100,000 in one night.

. The AIDS Healthcare Foundation will be sponsoring the “Always Hope Affair” on January 14, 2012 from 8 p.m until midnight. AHF wants to raise \$100,000 for their organization. The “Always Hope Affair” is an event that is designed to raise money to help find more medicines to help the people who are living with HIV/AIDS live longer and healthier lives. The AHF is an HIV/AIDS healthcare provider, advocacy group and a nonprofit organization

The AHF President Michael Weinstein said that he’s very excited about the event and thinks it will be a huge turnout.

“I have been looking forward to this event since last year,” Weinstein said. “This event will not only help a lot of people but it will also inspire others to want to give because there are

more and more drugs created to help HIV/AIDS victims live longer now and hopefully the cure for AIDS is right around the corner.”

There will be performances by four huge entertainers in the music industry. Fantasia, Barbara Streisand, Keith Urban, and Patti Labelle will perform at the Always Hope Affair. Ne Ne Leakes will host the event. There will also be a silent auction and “Fashion Booths”, which will be set up around the ballroom. Those booths will have the latest fashions from top designers like Louis Vuitton, Christian Louboutin, Chanel, Ralph Lauren, and more.

Michelle Griggs, vice president of marketing, membership, and events said they are very excited that AHF wants to use their venue for such an amazing event.

“I feel very honored that AHF will be holding such a prestigious event at the Golden Eagle,” Griggs said. “Helping out with this event means a lot to me because I have two relatives and a friend battling with HIV/AIDS.”

For more information, feel free to contact Chris Brown at (850) 673-9219 or by email at chris.brown@bprcomm.com.

AHF is the largest community-based HIV/**AIDS** medical provider in the nation, serving over 130,000 patients worldwide regardless of ability to pay. From its first days as a hospice to helping thousands around the world through lifesaving anti-retroviral therapy, AHF is leaving a legacy of life. For 19 years, AHF has cared for more than 100,000 people with HIV and AIDS and provided over 12,000 HIV tests in 2005 alone. With a staff of over 800, AHF helps people with HIV live longer, healthier lives.



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Social Media Press Release

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The AIDS Healthcare Foundation gives hope at the Always Hope Affair

The AHF will host an AIDS fundraiser to raise money for HIV/AIDS victims

Core News Fact

- Paul Williamson, HIV positive person, receives financial help to pay for his treatments and medication
- Timothy Ray Brown, first person to be cured of HIV/AIDS, will be speak
- The total amount of money raised at the end of the night

Photos:

1. Photo of Michael Weinstein (president of AHF) and Patti Labelle.
2. Photo of the venue decorated.
3. Photo of Fantasia, John Legend, Christette Michele, Patti Labelle, and Ne Ne Leakes.

Podcast/MP3 File

1. Podcast of NeNe Leakes talking about the event and what will happen at the event.
2. Podcast of Michael Weinstein talking about the importance of the event.
3. Podcast of Christette Michele singing the details of the event.

Graphics

1. A graphic of AHF logo
2. A graphic of the red AIDS ribbon
3. A graphic the “Always Hope Affair” t-shirts

Videos

1. A video of kids with HIV/AIDS smiling and laughing
2. A video of John Legend playing the piano for the kids with HIV/AIDS

3. A video of Chrisette Michele talking high school students about AIDS and the importance of safe sex.

Quotes:

“AIDS has been taking the lives of people for years but AHF has been doing the best to decrease the number of lives taken by HIV/AIDS by helping pay for medication for AIDS victims,” said Michael Weinstein, president of AHF.

“I’ve dedicated over half of my life to helping others and I will continue until I can’t go anymore,” said Weinstein.



December 2, 2011

To the Editor:

The AIDS Healthcare Foundation is sponsoring the "Always Hope Affair." This event is a formal event for those who want to help with the fight against HIV/AIDS to come out and show their support.

I can understand why the people of the Golden Eagle community might think this event could bring unwanted trouble to their community. It may attract a wide range of people from everywhere, but I assure the people of the Golden Eagle community that this event will be monitored closely and kept under control. If any disorderly conduct occurs at this event, there will be security there to eliminate the situation before it escalates to anything serious

The Always Hope Affair is in no way encouraging homosexual behavior. This event is only giving those who want to help, a chance to do so. True, HIV/AIDS spreads within the gay community and the majority of the diagnoses comes from gay men, but HIV/AIDS affects everyone. Homosexuals aren't the only ones that can contract the virus, everyone one can. 80 percent of newly diagnosed HIV-positive women contracted the virus through heterosexual sex.

This event has two purposes. The first purpose is to entertain and to raise money. We want our guests to donate money for a good cause while feeling like they are paying for entertainment.

There are approximately 1.1 million people living with HIV/AIDS in the U.S. Since the start of the AIDS epidemic, 1.7 million Americans have been infected with HIV and more than 550,000 have died of AIDS. An estimated 56,300 new HIV infections occurred in the U.S. in 2006. Men who have sex with men account for the majority of new HIV/AIDS diagnoses although gay men comprise only around two percent of the U.S. male population. In 2007, a third of gay men were younger than 30 years old. New HIV diagnoses among gay men are more than 44 times higher than among other men and more than 40 times higher than women. African Americans accounted for 46 percent of new HIV infections diagnosed in 2006, although they comprise only 12 percent of the population. The HIV infection rate among African-Americans is seven times higher than the rate among whites. The infection rate among Latinos is three times higher than the rate among whites. HIV was the leading cause of death for African-American women aged 25-34 years in 2004. The number of women living with HIV has tripled in the last two decades; by 2005, 26 percent of people living with HIV were women. In 2006, 34 percent of all new infections occurred among people aged 13-29—more than any other age group. These are only a few sad fact about AIDS and all of these facts are the reason AHF is sponsoring this event.

The Always Hope Affair is a much-needed event. There have been quite a few AIDS fundraisers that have had tremendous success. The World AIDS Day Event, the AIDS Fund Philly, the World AIDS Orphans Day Event all were successful. They not only met their goal but they succeeded it and added more supporters to the foundations.

The AIDS Healthcare Foundation respects and understands how the people of the Golden Eagle community may feel about the attention the Always Hope Affair might bring to their community but we assure you that this event will only bring positivity to the Golden Eagle community. This event is a much needed event because we need to continue to raise money for the AHF and the people who are affected by HIV/AIDS. And we promise that this event is not to encourage homosexual behavior but entertain the ones who donated money and to help others.

Sincerely

Chris Brown,
Public Relations Director



"We're always here, so there's ALWAYS HOPE"

Feature Story

Wow, she's beautiful. She has long golden blonde hair and a smile that lights up the room, but everyone cries when they glance over her gorgeous face. Emily Lockwood was lying in a casket the day after her 30th birthday.

At the age of 28, Lockwood was very a beautiful attractive woman. She could have any guy she wanted. One night at her 10-year high school class reunion, she ran into her high school sweetheart, Adam Lansing. The two rekindled their flame and made a mistake of having unprotected sex without knowing each other's sexual history.

Over the next few months, Lockwood became ill. She noticed she was losing small clumps of hair and she had fever that just wouldn't go away. The smallest task would drain her of her energy and she always had a headache. She finally decided to go to the doctor to see exactly what was wrong with her. The first test the doctor ran didn't show anything. Then the doctor asked Lockwood if she had been tested for any STDs and she had not. Lockwood waited patiently for the doctor to return with her results. After an hour had passed, the doctor walked through the doctor and told Lockwood that had bad news. She was HIV positive. Lockwood broke down in tears, yelling, "How could I have been so stupid?" She knew exactly where she got it from because she had only been intimate with one person the past few months and that was Adam Lansing.

The next couple of weeks Lockwood went into complete depression mode, and she started to become even more ill. She only had a minimum wage job so she was not able to afford the medical treatment and the medication she needed.

The AIDS Healthcare Foundation had an event three months after Lockwood found out she was HIV positive. The event raised money for the AIDS Healthcare Foundation. By the end of the

-more-

day they raised enough money to pay for at least 30 HIV/AIDS patients' treatments and medicines, and Lockwood was the last name on the list.

Lockwood started receiving the treatment and medicine she needed and over the next few months she started to get better. She regained most of her strength but the treatment resulted in her losing her hair. Lockwood knew she had to make that call to Lansing to tell him about her being HIV positive but she was regretting it. She finally built up the nerve to call him and when he answered she started to cry. In a weak voice she uttered, "I think you may need to go get tested." Lansing chuckled nervously and said, "Why?" Lockwood said, "Because I got tested and found out that I am HIV positive." Lansing said, "Are you serious" Where did you get it from?" And Lockwood said, "From you, you're the only person I've had sex with in the past two years and we did not use protection!" Lansing got quiet and hung up the phone and Lockwood never heard from him again.

Lockwood got better and returned home and to work. She started living a normal life again. She went to high schools telling students to please be careful when having sex because everyone is at risk. She told her story of how she became HIV positive and she felt as if she was really getting through to the children. She brought bags of condoms and passed them around to the students. She became a huge advocate for AIDS awareness.

One day when Lockwood was at work and she realized she wasn't feeling so well so she went on break and took some of her medication. Thinking that it was probably just something she ate, she went back to work and as soon as she sat down at her desk she fell to the floor. Her co-worker, Elaine Proctor called out to her to see if she was ok and when she didn't respond, she walked to her desk and saw her lying on the floor, and immediately called 911. The ambulance came and took Lockwood to the ER, and about 30 minutes later they announced her as dead. Lockwood immune system had shut down on her and she lost her battle to HIV/AIDS.

Lockwood was a beautiful woman but her body could take what the virus was doing to it. Every since Lockwood's death, the AHF has been working double time to help as many people as they possibly can. "We know we cannot help everyone, but that won't stop us from trying," Michael Weinstein, president of the AHF, said.

-end-



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Where It All Takes Place-The Golden Eagle Golf & Country Club is where the event will be held. The AHF held their last fundraiser here last year.



Donate What You Can- A guest of the Always Hope Affair (Heather Rowland) is giving \$1,500 donation to Michael Weinstein (Jason Gould) the president of the AIDS Healthcare Foundation. Heather Rowland also donated money to the AHF in 2009.

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Fashion for Sale-Jimmy Choo said he will be donating this handbag the Always Hope Affair and we will receive it two weeks prior to the event
Jimmy Choo donated a handbag last year to the AHF's for their Celebrity Basketball Battle to continue to raise money.

-end-



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Schedule of Events

Always Hope Affair

January 14, 2012

The Golden Eagle Golf & Country Club

8:00 pm- Introduction by NeNe Leakes (Hostess).

8:10-Fantasia (Performer), "I'm Here"

8:25-Guests will view "Fashion Booths"

9:00-Barbara Streisand (Performer), "Somewhere"

9:15- Michael Weinstein's (President of the AHF) introduction by NeNe Leakes

9:20-Michael Weinstein gives speech, "Creating Brighter Futures"

9:50-Keith Urban, "Arms of Mary"

10:00-Silent auction will start

10:45-Fantasia (Performer), "You Were Always On My Mind"

11:00-Barbara Streisand (Performer), "What Are You Doing the Rest of Your Life"

11:10-Keith Urban (Performer), "Better Life"

11:20-Speech by Timothy Ray Brown (Guest Speaker)- "The Struggle"

11:45-Patti Labelle, "I'll Never, Never Give Up"

Midnight-Event ends

Media Instructions:

The media be allowed to park on the side of the building away from all the rest of the parking. There will be a place next to the silent auction stage to set up equipment. There will also be a place to set up at the top of the stair case where the performers will be performing to get footage of the performances. Interviews will take place after the event ends. There will be refreshments in the dining room area specifically for the media.



“We’re always here, so there’s ALWAYS HOPE”

Photo Opportunity Sheet

FOR IMMEDIATE RELEASE
December 14, 2011

FOR MORE INFORMATION, CONTACT
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Paul Williamson Receives Financial Help

NeNe say to 23 year-old Paul Williamson to come on up. Paul walks slowly with tears streaming down his cheeks and that look of shock upon his face. The crowd continues to applaud and a few pat him on the back as he walks to the end of the staircase in the ballroom. Michael Weinstein, president of the AIDS Healthcare Foundation tells Paul that he will now be taken care of and he doesn't need to worry about his medical expenses because the AHF exceeded their goal tonight at the Fight AIDS Gala and all of his treatments and medication is covered. Paul looks up at 6-foot-tall Weinstein and takes one step towards him and lands a huge hug on Weinstein.

WHO: Patti Labelle, Performer
Fantasia, Performer
Barbara Streisand, Performer
Keith Urban, performer
Ne Ne Leakes, Hostess

WHAT: The Always Hope Affair is an HIV/AIDS fundraiser

WHY: To raise \$100,000 in one night for the AIDS Healthcare Foundation

WHERE: The Golden Eagle Golf & Country Club
3700 Golden Eagle Drive East
Tallahassee, FL 32312-4017

WHEN: January 14, 2011, 8 p.m to Midnight



AIDS
HEALTHCARE
FOUNDATION



“We’re always here, so there’s ALWAYS HOPE”

STORYBOARD

CU- on Billy’s face PB to a WS Dissolve	Billy- 23-year-old (Caucasian guy)	I am HIV positive but I can still run just like you, thanks to... (Crowd yelling, then gun shoots)
CU- on Breanna’s face PB to a WS Music up Fade out	Breanna- 15-year-old (African-American girl)	I am HIV positive but I can still sing just like you, thanks to... (Quiet at first. After she says “thanks to” she starts to sing)
WS of Emily and the other children Zoom in to FS Dissolve	Emily- 5-year-old (Hispanic girl)	I am HIV positive but I can still swing higher than you, thanks to... (Children laughing in the background)
CU of Hilda’s face then Zoom out to FS then Fade out	Hilda- 59-year-old (African-American woman)	I am HIV positive but I can still roll myself in this chair thanks to... (Bird chirping)

<p>FS of Linda jumping When she stops jumping then a MCU Fade out SFX of the trampoline</p>	<p>Linda-33-year-old (Caucasian woman)</p>	<p>I am Linda and I am 33-years-old and I have HIV but I can still jump on a trampoline, thanks to...</p> <p>(Trampoline noise)</p>
<p>FS of all Then Fade out</p>	<p>Linda-Billy-Breanna-Emily-Hilda</p>	<p>We are HIV positive but we can still do everything just like you, thanks to the AIDS Healthcare Foundation</p> <p>(Everyone speaking at the same time)</p>
<p>Fade in from last scene WS then Zoom to a MS Then Fade out</p>	<p>Michael Weinstein</p>	<p>Come out and join us at the Always Hope Affair on January 14, 2012 at the Golden Eagle Golf & Country Club and remember, “We’re always here, so there’s always hope.”</p>