

Media Advisory

October 15, 2009

Olympic Champion Takes on *A Dare to Remember**Duff Gibson raises money and awareness to help turn the tide of HIV/AIDS in Africa.*

Calgary, Alberta – Duff Gibson, Olympic Champion and Calgary Fire Fighter will carry a 20-litre jug of water, approximately 12kms, or 2.5 hours, on a journey through Calgary. The journey will take Duff from Canada Olympic Park to his son's school in an effort to raise awareness for the Stephen Lewis Foundation's (SLF) work to help community-based organizations turn the tide of HIV/AIDS in Africa.

Duff is daring Calgarians to donate to his fundraising effort and, if willing and able, to join him on his 'Journey through Calgary'. "While in Africa, we learned first hand the daily plight of women who walk several hours each day for often-contaminated water for their families. Weighing upwards of 45lbs, grandmothers, mothers and even young children carry these water jugs on their heads," recalls Duff Gibson, "what better way to bring awareness to these extraordinary people doing extraordinary things than through the SLF's *Dare to Remember* Campaign."

Online donations to support Duff can be made at www.adaretoremember.com/dares_celebrity.cfm by scrolling down to Duff's personal fundraising page. Others wishing to join Duff on his journey are asked to bring a minimum donation of \$20 and a water canteen or bottle to the Canada Olympic Park Flag Court the morning of the walk. The students of Alexander Ferguson School are getting involved and will join in for the last kilometer using water containers of their own.

"WinSport Canada is proud of Duff's efforts and excited to support him in this dare," said WinSport Canada President and CEO Guy Huntingford, "we join Duff in challenging all Calgarians to take part in this amazing initiative – every donation will be used by the Stephen Lewis Foundation to support African community-based organizations that are changing the course of the AIDS pandemic."

Duff has taken on this dare and has also extended it to his friends, other Calgary fire fighters and his Olympic family. Several fire fighters have already signed on to join in the walk and more are expected. Duff's goal is to raise more than \$7,500 and to encourage more than 100 Calgarians to join his 'Journey through Calgary'.

When: Thursday, October 22, 2009

- Participant meet & greet with Duff: 9:00 a.m.
- Ceremonial water jug-filling and media conference: 9:30 a.m.
- Start: 10:00 a.m. – Finish: 1:00 p.m.

Start: Canada Olympic Park Flag Court – 88 Canada Olympic Road S.W.**Finish:** Alexander Ferguson School – 1704 - 26 Street S.W.

Through *A Dare to Remember*, the Stephen Lewis Foundation has been challenging all Canadians – including celebrities like Duff Gibson – to do something daring to help turn the tide of AIDS in Africa. Dares can be performed, or registered, during the nationwide *Dare to Remember* "Dare Week", which runs from October 17-25, 2009. Proceeds from Duff Gibson's dare will be used by the Stephen Lewis Foundation to support community-based organizations in 15 African countries, including Ethiopia, where Duff and his wife Jen's sons were adopted from.

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