



MEDIA ALERT/PHOTO OP

Stephen Lewis Foundation Challenges Canadians to do
Something Daring for AIDS in Africa

TORONTO (October 14, 2009) - The Stephen Lewis Foundation is challenging all Canadians – including celebrities like **k-os**, **Natalie Brown** and **Amy Lalonde** – to do something to help turn the tide of AIDS in Africa by choosing a “dare,” setting a fundraising goal and encouraging friends, family and colleagues to sponsor them. Dares can be performed, or registered, during the nationwide *Dare to Remember* “Dare Week”, which runs from October 17-25, 2009.

PHOTO OPPORTUNITY #1

WHO: Renowned Canadian hip-hop artist **k-os**
WHAT: **k-os** will revisit his youth, returning to his first job – selling toys at The Bay.
WHEN: **Monday, Oct 19 at 10:30 a.m.**
WHERE: **The Bay Queen Street (Eaton Centre)**
5th Floor – Toy Department, 176 Yonge St.

***Stephen Lewis will be available for interviews on site from 10:30 – 11:00 a.m.**

PHOTO OPPORTUNITY #2

WHO: Actors **Natalie Brown** (*Sophie*) and **Amy Lalonde** (*Wild Roses*)
WHAT: **Natalie and Amy** will host a bake sale during the lunch hour rush at Union Station (with proceeds going to SLF) featuring fresh cookies made from the very honey that they harvested during their dare from The Fairmont Royal York rooftop bee hive. Both ladies have already faced their fear of bees and their fear of baking and are now sharing the fruits of their labour with the public.
WHEN: **Monday, Oct 19 at 12:00 p.m.**
WHERE: **Union Station, Main Entrance**
65 Front Street West, Across from The Fairmont Royal York Hotel

***Stephen Lewis will be available for interviews on site from 12:00 – 12:30 p.m.**

WHY: To raise funds and awareness in support of *A Dare to Remember* and encourage Canadians to register a dare of their own, sponsor someone's dare, or dare someone else during *Dare Week*, Oct 17-25. Proceeds from *A Dare to Remember* will be used by the Stephen Lewis Foundation to support African community-based organizations that are pioneering creative approaches to change the course of the AIDS pandemic.

ABOUT: The Stephen Lewis Foundation funds community-based organizations that provide care and support to women, children, grandmothers and organizations of people living with HIV/AIDS in Africa. Since 2003, it has funded more than 300 projects in 15 sub-Saharan African countries.

For more information about *A Dare to Remember*, or to take on a dare yourself, please visit: www.adaretoremember.com

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For media inquiries, please contact:

James Loftus
DDB Public Relations
(416) 963-4538
james.loftus@can.ddbpr.com

Jenn Perras
DDB Public Relations
(416) 972-5869
jenn.perras@can.ddbpr.com