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For immediate release

Long-Time AIDS Advocate Stephanie Klett to Serve as Honorary Chair of AIDS Walk Wisconsin 2013

AIDS Walk Wisconsin Adding 5K Run to the Event for 2013

MILWAUKEE... Stephanie Klett will serve as the Honorary Chair of the 24th annual AIDS Walk Wisconsin to be held Saturday October 5th. Currently serving as the Secretary of the Wisconsin Department of Tourism, Ms. Klett has been an AIDS advocate for 25 years and is best known as the long-time Emmy-award winning host of the Discover Wisconsin TV program.

A former Miss Wisconsin, Ms. Klett included her "Attitude on AIDS" campaign as a part of her platform and reached more than 53,000 teens during 1992-93 with messages designed to separate HIV/AIDS myths from facts. Additionally, through her Spotlight on Wisconsin fundraiser, Ms. Klett has helped raise more than \$125,000 for charities including the AIDS Resource Center of Wisconsin – producer of AIDS Walk Wisconsin.

"We have 72 gorgeous counties in this state, and I count myself lucky to have traveled to all of them," Klett said. "However, it's important that everyone know that HIV has been reported in every single Wisconsin county. With thousands of people living with HIV in Wisconsin – including mothers, fathers, sisters, brothers, co-workers, grandparents and friends – there is no better or more important time for everyone to be a part of AIDS Walk Wisconsin."

"AIDS Walk Wisconsin is a way that every person, whether by walking or sponsoring a walker, can help their neighbor and strengthen the fight against AIDS in our state," Klett continued. "I encourage everyone to register, raise pledges and join me for this great event."

AIDS Walk Wisconsin is the state's largest AIDS fundraiser having raised \$11.1 million during the past 23 years. New in 2013, AIDS Walk Wisconsin is adding a 5K run to the day's activities, giving interested participants a great new way to support the fight against AIDS. Proceeds from AIDS Walk Wisconsin stay in the state to support HIV prevention, care and treatment services including the ARCW Medical Center - the largest provider of HIV medical, dental and mental health care in Wisconsin.

"A record number of people with HIV are in need of health care and medications, while a new generation of young people are at-risk for becoming HIV-positive," said ARCW President and Chief Executive Officer Mike Gifford. "That is why AIDS Walk Wisconsin is so important this year and why we are so happy to have a Wisconsin star in the fight against AIDS, Stephanie Klett, as this year's honorary chair."

"Today we have powerful tools to fight AIDS - aggressive prevention strategies save people from HIV and effective care and treatment can lead to long and healthy lives for HIV patients," said Gifford.

"Unfortunately, HIV remains wrapped in poverty and prejudice; hunger and homeless; and isolation and

illness. However, everyone's participation in AIDS Walk Wisconsin can help overcome these challenges.”

Ms. Klett, who has been instrumental in facilitating \$2 billion in growth in Wisconsin's tourism industry, joins a long list of distinguished leaders who have chaired AIDS Walk Wisconsin including: Milwaukee Brewer Ryan Braun, Green Bay Packer Clay Matthews, music artist Bon Iver, actor Danny Glover, actress Bette Midler, and Basketball Hall of Famer Earvin “Magic” Johnson among many others.

In Wisconsin, 6,549 people have been diagnosed with HIV. Additionally, there are approximately 1,700 people in Wisconsin who have HIV but do not know it because they have not been tested. Tens of thousands of Wisconsin residents are at-risk for contracting HIV, especially young adults. These factors contribute to making support for the fight against AIDS as important now as it has been historically.

AIDS Walk Wisconsin will take place Saturday October 5, 2013 at the Summerfest Grounds in Milwaukee. For more information about AIDS Walk Wisconsin, to register, or to inquire about additional corporate sponsorship opportunities, please visit www.aidswalkwis.org or call 800-348-WALK (9255).

About AIDS Resource Center of Wisconsin

The AIDS Resource Center of Wisconsin 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, more than 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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