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**For immediate release**

## ***Ryan Braun Named Honorary Chair of AIDS Walk Wisconsin 2012***

***Milwaukee Brewers All-Star Left Fielder and Reigning National League Most Valuable Player to Help Raise Awareness and Support for Largest AIDS Fundraiser in Wisconsin***

**MILWAUKEE...** The AIDS Resource Center of Wisconsin has named Milwaukee Brewers four-time All-Star, Silver Slugger Award Winner and reigning National League Most Valuable Player Ryan Braun as honorary chair for AIDS Walk Wisconsin 2012.

“I am honored to be a part of AIDS Walk Wisconsin 2012,” Braun said. “AIDS is still impacting too many of our friends, family members and neighbors. I am proud to do whatever I can to help raise awareness and generate support to strengthen the fight against AIDS.”

AIDS Walk Wisconsin is the state’s largest AIDS fundraiser having raised more than \$10.5 million over 22 years. 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.

“I appreciate all the support I have received in Wisconsin,” Braun said. “Now, just like in baseball, we all need to join in a team effort to support the fight against AIDS. That’s why I am asking people in every corner of the state to register for AIDS Walk Wisconsin.”

“HIV continues to be a major public health threat in Wisconsin requiring our constant attention. In 2011, reported new HIV infections in Wisconsin were up 18% over the previous year,” said Michael J. Gifford, ARCW President and Chief Executive Officer. “With Ryan’s strong support, we know we can raise the funds needed to help curb new infections while making sure everyone with HIV gets the health care and medications they need to live a long, healthy life.”

“On and off the field, Ryan Braun’s leadership and commitment have been a winning combination,” said Gifford. “We are excited and honored to have him bring his passion for excellence and will to win to the fight against AIDS and AIDS Walk Wisconsin.”

In addition to the pledges raised by teams of walkers, corporate sponsorship for AIDS Walk Wisconsin remains vital to the event’s success. This year, ARCW is proud to announce that MillerCoors is the AIDS Walk Wisconsin 2012 Presenting Sponsor. Joining MillerCoors as a leading corporate partner is the Brewers Community Foundation, the AIDS Walk Wisconsin 2012 Grand Sponsor.

Gifford said there are 6,584 people confirmed to be living with HIV in Wisconsin. 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 and state HIV infection rates have increased in recent years, especially among young adults. These factors contribute to making support for the fight against AIDS as important now as it has been historically.

While science and medicine have made advancements in the care and treatment of HIV, the disease still has no cure and is complex to manage. Medications used to treat HIV are also extraordinarily expensive, with the newest and most effective ones often costing more than \$2,000 per month. Unfortunately, poverty is a significant barrier to health care and medications for HIV patients, many of whom do not have health insurance.

AIDS Walk Wisconsin will take place Saturday October 6, 2012 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](http://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 3,200 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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