



FOR IMMEDIATE RELEASE
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SOUTHWEST CARE CENTER ANNOUNCES “BOND...JAMES BOND” AID & COMFORT GALA—NOVEMBER 19, 2011

Santa Fe, New Mexico Southwest CARE Center, the region’s largest and most advanced center for the prevention and treatment of HIV/AIDS, invites the community to join them at the annual *AID & Comfort Gala* on Saturday, November 19th, 2011 at 8:00 p.m. at the Hilton of Santa Fe. Tickets are \$50.

This is the twenty third year for the organization’s most important fund-raiser, one of Santa Fe’s liveliest parties. The theme for this year’s event is “Bond...James Bond,” with multiple rooms inspired by different Bond films—Club Moonraker for dancing with DJ Oona, the Goldfinger salon for the silent auction (just in time for holiday shopping!), and the Casino Royale lounge for some mock gambling. A lavish buffet, a cash bar with special Bond cocktails (shaken, not stirred), and many more surprises round out the evening.

Proceeds from this event benefit the AID & Comfort Fund, which provides care and services (including life-saving medications) that are not otherwise covered by insurance or other programs to over 600 people living with HIV/AIDS in New Mexico. Despite all of the advances made in treating HIV/AIDS, the need is still critical. New HIV infections in New Mexico rose 20% between 2005 and 2009. While medical and drug advances have made it possible to live much longer, those drugs are expensive. The AID & Comfort Fund ensures that everyone who needs the drugs and other treatments that make HIV/AIDS manageable can have access to them, regardless of their ability to pay. This is especially critical as federal and state funds have been cut.

Another unique element of the *AID & Comfort Gala* is the VIP Celebrity Chef Dinner and Live Auction taking place right before the larger party. Attendees will be treated to a three-course gourmet dinner prepared by Chefs Martin Rios (of Restaurant Martin), Kim Mueller (of Real Food Nation), and Eric Hall (of La Posada). The dinner will take place at La Posada at 5:30 and will also feature an open wine and champagne bar. Diners will have the exclusive opportunity to bid in a special live auction. VIP Parking will be available at the Hilton with shuttle service provided to La Posada for the dinner and back to the Hilton for dessert, a preview of the silent auction items, and the gala itself. Tickets to the VIP Dinner are \$200 and include entry to the gala as well.

Some of this year's unique auction items include a weekend stay and spa package for two at the Lake Austin Spa Resort (in Austin, Texas), recently rated as the #1 destination spa in North America by Condé Nast Traveler magazine. Other items include original artwork, jewelry, private music and dance performances, gift certificates for restaurants, services, and much more.

"This has always been called the best party in Santa Fe," says Jeff Thomas, Executive Director of Southwest CARE Center (SCC), "But it takes on new meaning as we reach the thirtieth year since AIDS appeared in New Mexico and we are still fighting to educate people to prevent the disease and ensure that those who need treatment are getting state-of-the-art care. This battle isn't over and we still need the community to come support this important cause while enjoying a really fun evening." SCC provides comprehensive services, including prevention and testing, leading research, and specialized medical and social services for New Mexicans living with HIV/AIDS.

Major supporters of the event include Hilton of Santa Fe, Hutton Broadcasting, Santa Fe Reporter, Santa Fean Magazine, Los Alamos National Bank, and La Posada de Santa Fe.

For more information, to purchase tickets (for either the VIP Dinner or the *AID & Comfort Gala*), or to become a sponsor, please visit www.southwestcare.org or call 505-989-9255.



FOR IMMEDIATE RELEASE
Calendar Listing & Information

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SOUTHWEST CARE CENTER
AID & COMFORT GALA
SATURDAY, NOVEMBER 19, 2011; 8:00 p.m.
Hilton of Santa Fe

WHAT: The *AID & Comfort Gala*, now in its twenty third year, is the major fundraising event for the Southwest CARE Center (SCC), a non-profit center of excellence for HIV/AIDS. SCC provides comprehensive services, including prevention and testing, leading research, and specialized medical and social services for New Mexicans living with HIV/AIDS.

The gala features:

- Lavish buffet
- Cash bar with special Bond cocktails
- Silent auction
- Casino Royale
- Club Moonraker with DJ Oona and dancing
- Fun, celebratory evening for a wonderful cause

WHEN: Saturday November 19, 2011, 8:00 p.m.
Tickets \$50; visit www.southwestcare.org or call 505-989-9255

WHERE: Hilton of Santa Fe; Sandoval St; Santa Fe, New Mexico

WHAT ELSE? VIP Celebrity Chef Dinner and Live Auction preceding the gala
Three course dinner prepared by Martin Rios, Kim Mueller, and Eric Hall
Open wine and champagne bar
Saturday, November 19, 2011, 5:30 p.m.
La Posada; VIP Parking at the Hilton with shuttle service to and from dinner
\$200 (includes entry to gala)

INFO: To learn more, purchase tickets to both the dinner and the gala, or become a sponsor, call 505.989.9255 or visit www.southwestcare.org

FOR INTERVIEWS, PRESS PASSES & OTHER INFORMATION
PLEASE CONTACT Stacy Fischer, 505-216-0338; sfischer@southwestcare.org