

## **For Immediate Release**

### **Fashion Cares Partners with GCI Group**

*GCI to lead public relations for 2007 Edition of Gala Event*

**Toronto, Ontario, (February 7, 2007)** – Fashion Cares, the premier benefit for HIV/AIDS in support of the AIDS Committee of Toronto (ACT), officially announces today that GCI Group is their public relations agency of record for the 2007 fundraising event.

GCI Group will provide media relations and communications expertise and ongoing event support for the gala, which is heading into its 21<sup>st</sup> year with a new venue, date, and executive producer. Fashion Cares will take place on Saturday, May 12, 2007 at Toronto's Distillery Historic District under the creative direction of Chip Quigley, who has co-produced events for the American Foundation for AIDS Research (AMFAR), The City of Hope benefit, and The Elton John AIDS Foundation official Fashion Rocks pre-party.

“In this exciting year of evolution for Fashion Cares, GCI Group was a natural choice to lead our public relations activity. We were impressed with the agency's professionalism, strategic thinking, creativity, client service and overwhelming passion for the cause,” said Rose Mastnak, Chair for Fashion Cares 2007.

Highlights of the Fashion Cares public relations platform include the “Why ACT Now?” YouTube contest, launched on World AIDS Day, Friday December 1, 2006. The contest invites Canadians to share their points of view and provocative statements on HIV/AIDS. The contest will run from December 1, 2006 until February 15, 2007, and the winner will receive two gala tickets to Fashion Cares and a makeover on the day of the event.

Interested participants can enter by visiting the Fashion Cares Web site at [www.fashioncares.com](http://www.fashioncares.com).

Additional Fashion Cares public relations activities will be rolled out continuously leading up to the event.

“Our partnership with Fashion Cares is a reflection of the values fostered at GCI and our commitment to community social responsibility. GCI is delighted to support this worthy cause,” said Marion Mackenzie, President of GCI Group Canada.

GCI Group has a strong commitment to the fight against HIV/AIDS. Earlier this year, GCI provided media relations and event management support for The Grandmothers Gathering, a Stephen Lewis Foundation initiative leading up to the XVI International AIDS Conference in Toronto. The three-day event was held in support of African grandmothers and their orphaned grandchildren made vulnerable by HIV/AIDS.

### **About the AIDS Committee of Toronto (ACT)**

The AIDS Committee of Toronto (ACT) delivers responsive, effective, and valued community-based HIV support services and education, prevention, outreach and fundraising programs that promote the health, well-being, worth and rights of individuals

and communities living with, affected by and at risk for HIV/AIDS, and increase awareness of HIV/AIDS.

**About Fashion Cares**

Fashion Cares is an annual gala in support of the AIDS Committee of Toronto (ACT), with the goal of building awareness of HIV/AIDS and raising funds for ACT. In the past, over 5,000 people have attended the event each year and more than 1,000 people have volunteered. Over the past 20 years, Fashion Cares has raised nearly ten million dollars to benefit ACT and is the largest volunteer event in the world. For additional information, please visit [www.fashioncares.com](http://www.fashioncares.com).

**About GCI Group**

GCI Group is a global leader in the public relations industry with deep expertise in the areas of consumer, healthcare, technology and corporate communications. GCI Group services a broad client base, combining the aggressiveness and agility of a speciality boutique with the depth and breadth of a dynamic multinational agency.

At GCI Group, we have always been committed to building a team of talented people who are challenged to achieve and exceed their career goals while working in an environment that fosters innovation and excellence.

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