



Press Release for immediate release

Montreal Dec 4, 2004 –**Le Grand Circuit Foundation (LGC)** a Montreal-based charity hosted a benefit-cocktail and reception to kick-off its fundraising campaign for: **Le Grand Circuit de l’Afrique du Sud 2005**. The event was held on World AIDS Day (December 1st) at the newly opened **W Hotel Montréal** and honoured guests included Dr. Réjean Thomas President of Médecins du Monde Canada; Ms. Rachel Kiddell-Monroe from Médecins Sans Frontières Canada; Dr. Norbert Gilmore, Associate Director of the McGill University AIDS Centre; Dr. Wilhelmina Fredericks, Director General of Zerf Productions (Kilimanjaro 20/20); and the Honourable Gilles Duceppe, Member of Parliament for Laurier-Sainte-Marie, leader of the Bloc Québécois and former Leader of the Opposition.

The event raised over **\$11,000** and began the fundraising program for the Foundation; their goal is to raise **\$100,000 for Médecins Sans Frontières and Médecins du Monde Canada**. The funds will be used to purchase anti-retroviral medications (ARVs) that will be distributed to people in South Africa and Zimbabwe living with HIV/AIDS.

Currently, there are over 30 million people with HIV in sub-Saharan Africa and each year over 2.5 million die from the disease - as if the entire population of Montreal had been wiped out. “We have an obligation to help those who are most at risk and unable to secure life-prolonging drugs (ARVs).” says Gregory Byng Founder of LGC, “The money raised here can make a real difference on the ground in communities facing the epidemic. And the message we’re sending out at the same time is that if 12 hikers can raise \$100,000, then what could 7 million people in Quebec do? Or 33 million people in Canada, or even the world community?”

The Foundation received support from many individuals and corporations, including the following patrons: Larissa Abrahamian, Abbott Laboratories, GlaxoSmithKline – Shire BioChem, Bristol-Myers Squibb, Dr. Roger Leblanc, and Dr. Michel Chateauvert.

Corporate level donors for the evening were: Boehringer Ingelheim, Byng*direct* Marketing, Charron Létourneau Avocats, Nancy Cleman, Alan Conter, Jeffrey Diduch, EnergXchange, Dr. John MacLeod, Amin Noorani, PSL Consulting Group, Gilbert Rozon, and Schumacher Design.

Sponsors for the evening and other events during the week are: W Hotel Montréal, SPP – Church Édition Spéciale - Le Parking, Cabaret Mado, Studio Shambhala – Sophie Mhun, Eric Hamel.com, and 2C Digital Dreams.com.

La Fondation Le Grand Circuit is a not-for-profit federally registered charity whose mission is to promote innovative fundraising events that create new sources of revenue helping both local and global groups persevere in the fight against HIV/AIDS until there is an effective prevention and cure for this disease for all people worldwide.