

**Get the most from your community marketing dollars.
Do good at the same time.**

**Coming to Greater Boston
Thursday, April 29, 2010—**

Dining Out for Life is an international HIV/AIDS fundraiser celebrated in 55 cities across the US and Canada. Last year this event raised over \$3,000,000 for local AIDS service organizations.



Dining Out for Life benefits the fight against AIDS.

- Participating restaurants donate 25% of their proceeds on this special evening to support HIV/AIDS services and prevention. The local beneficiary is Cambridge Cares About AIDS, delivering HIV/AIDS services and prevention programming to people from 90 zip codes in Greater Boston.

Dining Out for Life benefits your restaurant.

- Volunteer Hosts recruit their colleagues, clients, friends, and family to fill the seats at the restaurant where they host. *First time restaurant participants in cities around the country report a 45% increase in sales on this one night over the previous, non-participating year.*

- Event exposure includes your restaurant's name and link on the local and national web sites, advertising in area newspapers and online, television coverage and radio promotions, and word of mouth. *Nationally, the average restaurant donation in 2009 (\$640.63) was less than the cost of a two-column-inch ad in a major daily newspaper.*

- Your support for ***Dining Out For Life*** creates year-round recognition, *connecting your restaurant with an audience that appreciates and rewards community involvement.*

Do good. Fight AIDS.

Why AIDS services still matter

- 5,444 people in Massachusetts are known to be living with HIV/AIDS. An additional 25% of people who are infected with HIV do not know it.

- People who have HIV, but are not in regular care, use more expensive medical services and have poorer health outcomes than people who are able to adhere to their appointment and medication schedule.

- Evidence shows that people who know their HIV+ status reduce their high-risk sexual behavior substantially. HIV continues to be spread primarily by people who do not know that they have it.

About Cambridge Cares About AIDS (CCA)

- CCA provides services in English, Spanish, and Haitian Creole to people from all over the Greater Boston area. Last year, CCA served over 3,500 people. 98% of CCA's clients have incomes below the federal poverty level, and 75% are homeless or marginally housed.

- CCA's Client Services programs extend easily accessible services to people who are living with HIV/AIDS, in order to improve health outcomes and increase practices of positive prevention.

- CCA's Prevention and Education programs provide down-to-earth outreach and proven programming to populations with the highest risk for HIV/AIDS.

Where do I learn more?

- Take a look at the Dining Out For Life website (www.diningoutforlife.com) to see how other cities have promoted their restaurant partners all year round. (Click on Los Angeles for a great example.) Our national Subaru sponsorship, spokesperson Ted Allen, and major media coverage generate broad attention for Dining Out For Life.

- CCA Development Manager Kathy Power is a former restaurant owner herself and would be glad to talk with you about the many benefits of becoming a participating restaurant. Call her 617-661-3040. Shan Casey, Volunteer Chair, was part of this event's great success in St. Louis before he moved to Boston. Call him at 314-706-7426.

How do I get involved?

Contact Zoe Bordenet at 617-599-0217 or zbordenet@ccaa.org to sign up. We would love to help you take advantage of this opportunity to do good, fight AIDS, and market your restaurant.