Team, City and League join together to generate awareness and funds for HIV/AIDS education and research

Cavs vs. Portland Trailblazers
Saturday, December 1st at 7:30 p.m.

The Cleveland Cavaliers have partnered with the Cleveland Department of Public Health (CDPH) to promote World AIDS Day on Saturday, December 1st, 2012. Eight local non-profit agencies will line the Quicken Loans Arena concourse to distribute valuable information about HIV and AIDS awareness at the Cavaliers vs. Portland Trailblazers game at 7:30 p.m.

To show support for World AIDS Day, the Cavaliers will sport special red-and-white shooting shirts that the team will autograph and donate, along with 100 tickets to the December 1st

game, to non-profit agencies that work with clients affected by AIDS to support fundraising efforts. Courtesy of the CDPH, AIDS Awareness wristbands will be distributed to fans in attendance.

CDPH Director, Karen K. Butler encourages all City of Cleveland residents to get an HIV test so they will know their HIV status because an estimated 20-25% of people with HIV are unaware of their infection. According to Director Karen Butler, “An individual’s lack of knowledge about their HIV status will not only prevent them from accessing the medical care they need, but it also increases the possibility that they will spread the virus to others.”

In recognition of World AIDS Day, all teams playing on December 1st will wear special red-and-white shooting shirts along with red headbands and wristbands, and coaches will wear red ribbons. Fans will be able to purchase World AIDS Day shooting shirts at NBAStore.com with all proceeds benefitting (RED) supported grants of The Global Fund.

As part of the NBA’s longstanding commitment to supporting social causes related to health and wellness, the league and its players have supported HIV/AIDS research and education in a variety of ways including public service announcements, leadership with GBCHealth, HIV/AIDS testing and grassroots activities, education workshops and charitable donations.

For more information, fans may visit http://www.greaterthan.org/nba" href="http://www.greaterthan.org/nba"> www.greaterthan.org/nba
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