

**News Release**

October 22, 2009

**Olympic Champion Takes on *A Dare to Remember****Duff Gibson raises money and awareness to help turn the tide of HIV/AIDS in Africa.*

**Calgary, Alberta** – Duff Gibson, Olympic Champion and Calgary Fire Fighter carried a 20-litre jug of water, approximately 12kilometres, or 2.5 hours, on a journey through Calgary today. The journey took Duff from Canada Olympic Park to his son's school to raise awareness for the Stephen Lewis Foundation's (SLF) work to help community-based organizations turn the tide of HIV/AIDS in Africa.

Duff dared Calgarians to donate to his fundraising effort and, if willing and able, to join him on his 'Journey through Calgary'. "While in Africa, we learned first hand the daily plight of women who walk several hours each day for often-contaminated water for their families. Weighing upwards of 45lbs, grandmothers, mothers and even young children carry these water jugs on their heads," recalled Duff Gibson, "what better way to bring awareness to these extraordinary people doing extraordinary things than through the SLF's *Dare to Remember* Campaign."

Online donations to support Duff can still be made at [www.adaretoremember.com/dares\\_celebrity.cfm](http://www.adaretoremember.com/dares_celebrity.cfm) by scrolling down to Duff's personal fundraising page. Others joining Duff on his journey today were asked to bring a minimum donation of \$20 and a water canteen or bottle to the starting point at Canada Olympic Park. The students of Alexander Ferguson School were also involved and joined in for the last half-kilometer using water containers of their own.

"WinSport Canada is proud of Duff's efforts and excited to support him in this dare," said WinSport Canada President and CEO Guy Huntingford, "Duff has shown today that Olympic ideals can be translated into every day life and that being a champion is about much more than one podium finish – it's about making a tangible difference in your community and inspiring children and families to action."

Departing from WinSport Canada's Canada Olympic Park, Duff's challenge extended to include supportive friends, fellow Calgary firefighters, and members of his Olympic family including fellow Olympic Champion Clara Hughes. In all, more than 20 Calgarians joined him on the 12 kilometre walk where they were greeted by 225 students from Alexander Ferguson School to complete the last half-kilometre.

Having already achieved the initial fundraising goal of \$7,500, Duff challenged all Canadians to continue to support the incredible work of the Stephen Lewis Foundation through A Dare to Remember Campaign. Donations will be accepted on Duff's pledge page until World AIDS Day, December 1, 2009.

Through A Dare to Remember, the Stephen Lewis Foundation has been challenging all Canadians – including celebrities like Duff Gibson – to do something daring to help turn the tide of AIDS in Africa. Dares can be performed, or declared, during the nationwide *Dare to Remember* "Dare Week", which runs from October 17-25, 2009. Proceeds from Duff Gibson's dare will be used by the Stephen Lewis Foundation to support community-based organizations in 15 African countries, including Ethiopia, where Duff and his wife Jen's sons were adopted from. Donations will be accepted online on all pledge pages until World AIDS day, December 1, 2009.

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