

## Dining Out For Life® 2010 Facts

- ⌘ **April 29, 2010** International date, 20<sup>th</sup> Anniversary (of first event held in Philadelphia)
- ⌘ Held in over **50 cities** throughout North America (United States and parts of Canada)
- ⌘ In 2009, over **\$3.5 million** was raised for HIV/AIDS Service Organizations
- ⌘ **All money raised in each city, stays in that city**-Regional AIDS Service Organizations are direct beneficiaries
- ⌘ **Over a quarter of a million (250,000+) people participate** in Dining Out For Life International (DOFLI) each year
- ⌘ More than **3,500 restaurants** take part in Dining Out For Life International by contributing a generous percentage of the day's proceeds to local AIDS organizations
- ⌘ **Subaru of America** has been Host Sponsor of DOFLI since 2007
- ⌘ In addition to the generous support of Subaru, DOFLI benefits from partnerships with: **CBS Station Groups; Dining Out Magazine; Kimpton Restaurants and Hotels; Open Table; and Yelp.com**
- ⌘ **Ted Allen of Food Network's "Chopped"** has been spokesperson since 2008
- ⌘ **Pam Grier, Television & Film Actress** and author of "Foxy, My Life in Three Acts" joined as co-spokesperson in 2010
- ⌘ **Felipe Rose**, singer and Native American Indian of **The World Famous Village People**, is social ambassador of DOFLI
- ⌘ **diningoutforlife.com** - Website to find your city, make reservations and for information about bringing Dining Out For Life to your city
- ⌘ Follow us on our social media sites: **Facebook:** facebook.com/DineOut4Life ● **Twitter:** @DineOut4Life
- ⌘ **#TwEAT Out, Fight AIDS:** Social media campaign - In the weeks leading up to **Dining Out For Life®** on April 29, participants will be asked to register on [www.diningoutforlife.com](http://www.diningoutforlife.com) and to make a reservation and **TwEAT (Tw-EET) Adj. Def: To use social media utilities like Twitter® or FaceBook® about or while eating a meal, especially in relation to HIV/AIDS fundraiser Dining Out For Life®** All participants who register online and via social media will be counted in an effort to set a world record for the *Largest Day of Dining Out*.
- ⌘ **AIDS Facts:** Nearly **7,500 new cases of HIV infections** are reported *worldwide each day*. ● In the U.S. it's estimated that **one in five individuals are unaware of his/her infection** and may be passing it along to others unknowingly. ● Though breakthrough medicines can provide good quality of life for many of those infected, **2 million people died of HIV/AIDS** in 2007. ● There is a **resurgence of HIV among youth, gay men, women and ethnic minorities** due to the dearth of discussion in the media, lack of education and the **misperception that the epidemic is (a) over and (b) curable**. ● The **fastest emerging carriers are people age 50 or over**, who make up about **10-15 percent of all people living with HIV/AIDS in the United States**. ● While new drugs can make AIDS survivable, **too many are unable to afford them**.