



**FOR IMMEDIATE RELEASE**  
**Thursday, Oct. 27, 2011**

**SOUTHWEST CARE CENTER ANNOUNCES “BOND...JAMES BOND”  
AID & COMFORT GALA—NOVEMBER 19, 2011**

*Santa Fe, New Mexico*— Southwest CARE Center, the region’s largest and most advanced center for the prevention and treatment of HIV/AIDS, invites the community to the 23<sup>rd</sup> annual *AID & Comfort Gala*, Saturday, Nov.19, 2011, 8 p.m. at the Hilton Santa Fe. Tickets are \$50.



This is Southwest CARE Center most important fundraiser and one of Santa Fe’s liveliest parties. The theme for this year’s event is “Bond...James Bond,” with multiple rooms inspired by different Bond films—Club Moonraker for dancing with DJ Oona, the Goldfinger salon for the silent auction and the Casino Royale lounge for some mock gambling. A lavish buffet, a cash bar with special Bond cocktails (shaken, not stirred), and many more surprises round out the evening.

Proceeds from this event benefit the AID & Comfort Fund, which provides care and services, including life-saving medications, that are not otherwise covered by insurance or other programs to over 600 people living with HIV/AIDS in New Mexico. Despite all of the advances made in treating HIV/AIDS, the need is still critical. New HIV infections in New Mexico rose 20% between 2005 and 2009. The AID & Comfort Fund ensures that everyone who needs the drugs and other treatments that make HIV/AIDS manageable can have access to them, regardless of their ability to pay. This is especially critical as federal and state funds have been cut.

The Aid & Comfort Celebrity Chef Dinner will happen before the larger party with a gourmet dinner prepared by Chefs Martin Rios from Restaurant Martin, Joseph Wrede from the Palace Restaurant, Kim Mueller from Real Food Nation, and Eric Hall from La Posada. The dinner will be held at La Posada at 5:30 p.m. and will also feature an open wine and champagne bar. Parking will be available at the Hilton with shuttle service provided to La Posada for the dinner and back to the Hilton for dessert, live auction, a preview of the silent auction items, and the gala itself. Tickets to the Aid & Comfort Celebrity Chef Dinner are \$200 and include entry to the gala as well.

Some of this year’s auction items include a weekend stay and spa package for two at the Lake Austin Spa Resort in Austin, TX, recently rated as the #1 destination spa in North America by Condé Nast Traveler magazine. Other items include original artwork, jewelry, private music and dance performances, gift certificates for restaurants, services, and much more.

“This has always been called the best party in Santa Fe,” says Jeff Thomas, Executive Director of Southwest CARE Center (SCC). “It takes on new meaning as we reach the 13<sup>th</sup> year since AIDS appeared in New Mexico. We are still fighting to educate people to prevent the disease and ensure that those who need treatment are getting state-of-the-art care. This battle isn’t over. We still need the community to come support this important cause while enjoying a really fun evening.”

Southwest Care Center provides comprehensive services, including prevention and testing, leading research, and specialized medical and social services for New Mexicans living with HIV/AIDS. Major supporters of the event include Hilton of Santa Fe, Hutton Broadcasting, Santa Fe Reporter, Santa Fean Magazine, Los Alamos National Bank, and La Posada de Santa Fe.

Aid & Comfort Gala Tickets: \$50, [www.southwestcare.ejoinme.org](http://www.southwestcare.ejoinme.org), or call 505-989-9255.  
Aid & Comfort Celebrity Chef Dinner Tickets: \$200, call 505-216-1541.



*FOR IMMEDIATE RELEASE*  
*Calendar Listing & Information*

**SOUTHWEST CARE CENTER AID & COMFORT GALA**  
**SATURDAY, NOVEMBER 19, 2011 8 p.m.**  
**Hilton Santa Fe**

**WHAT:** **23<sup>rd</sup> Annual AID & Comfort Gala**

*The gala features:*

- Lavish buffet
- Cash bar with special Bond cocktails
- Silent auction
- Casino Royale
- Club Moonraker with DJ Oona and dancing

**WHEN:** **Saturday Nov. 19, 2011, 8 p.m.**

**WHERE:** **Hilton Santa Fe; 100 Sandoval St; Santa Fe, New Mexico**

**WHAT ELSE?**

**Aid & Comfort Celebrity Chef Dinner preceding Gala**

- Gourmet dinner prepared by Martin Rios, Joseph Wrede, Kim Mueller, and Eric Hall
- Open wine and champagne bar
- Saturday, November 19, 2011, 5:30 p.m.
- La Posada; Parking at the Hilton with shuttle service to and from dinner
- Tickets \$200 (includes entry to gala); call 505-216-1541

**TICKETS/INFO:** Tickets \$50; visit [www.southwestcare.org](http://www.southwestcare.org) or call 505-989-9255

Interviews and images are available upon request.

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