



# 2022 MEDIA KIT

THIS  
is HOW  
WE ROLL

**AIDS/LifeCycle®**  
SF TO LA • END AIDS • 545 MILES

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# For Immediate Release

## More than 3,000 AIDS/LifeCycle® Participants Journeying 545 Miles from San Francisco to Los Angeles

### SEVEN-DAY BIKE RIDE FROM JUNE 5 THROUGH 11 IS WORLD'S LARGEST HIV/AIDS FUNDRAISER

SAN FRANCISCO/LOS ANGELES, May 23, 2022 — Thousands of cyclists and volunteer “roadies” will embark on a 545-mile journey from San Francisco to Los Angeles, from June 5 – 11, united by a common cause: fighting to end HIV and AIDS. AIDS/LifeCycle raises millions of dollars annually to support San Francisco AIDS Foundation and the HIV-related services of the Los Angeles LGBT Center. Participants are HIV-negative or living with HIV, LGBTQ+ and allies, ages 18 to 81, and from nearly every state and 14 countries.

The ride debuted in 1994 as the California AIDS Ride before it was reconfigured to what is known today as AIDS/LifeCycle, the world's largest annual HIV/AIDS fundraiser. AIDS/LifeCycle is a fully supported, 545-mile bike ride—not a race—that raises important awareness about the ongoing HIV/AIDS epidemic, in addition to funding critical services such as HIV testing and screenings for other sexually transmitted infections, HIV medical care, harm reduction, prevention services including PrEP, and more.

“Year-after-year, AIDS/LifeCycle continues to be a critical way that we raise support for HIV services, increase awareness about the impact of HIV, and come together in solidarity as a community,” said Tyler TerMeer, PhD, CEO of San Francisco AIDS Foundation and 12-time AIDS/LifeCycle participant. “We are able to provide lifesaving services in our community, that contribute to our city’s goal of getting to zero new HIV infections, thanks to the enduring commitment of AIDS/LifeCycle participants.”

In the seven days it takes the riders to reach Los Angeles, more than 650 people in the United States will contract HIV. One in seven people living with HIV nationwide is not aware of their status. Since the California AIDS Ride first began, participants have raised more than \$286 million and completed more than 63,000 journeys on bikes from San Francisco to Los Angeles.

“After more than 40 years, the fight to end this epidemic continues,” said Joe Hollendoner, incoming CEO of the Los Angeles LGBT Center. “The contributions of thousands of people who are part of the AIDS/LifeCycle community—riders, roadies, staff and donors—provide the resources necessary to continue this fight. The donations, through hard work and determination, support medical care and social services to those living with HIV and make it possible to offer prevention tools, such as PrEP, to people most at risk of becoming infected. I am so proud to be a part of this community that continues to fight every day to bring an end to this epidemic.”

Despite remarkable progress that has been made since the disease was first discovered in 1981, the HIV epidemic is far from over. Currently there are 1.2 million people living with HIV nationwide and an estimated 34,000 will contract HIV this year.

AIDS/LifeCycle’s sponsors are AIDS/LifeCycle’s sponsors are Gilead, Amazon, United Airlines, PricewaterhouseCoopers, FedEx, Toyota, and Keck Medicine of USC.

To follow the journey during the week of the ride through pictures, stories and videos, visit [aidslifecycle.org](https://aidslifecycle.org).

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# For Immediate Release

## ABOUT AIDS/LIFECYCLE

AIDS/LifeCycle is a fully-supported, seven-day bike ride from San Francisco to Los Angeles. It's a life-changing ride— not a race—through some of California's most beautiful countryside. AIDS/LifeCycle is co-produced by the Los Angeles LGBT Center and San Francisco AIDS Foundation and is designed to advance their shared interest to reduce new HIV infections and improve the quality of life for people living with HIV.

## ABOUT THE LOS ANGELES LGBT CENTER

Since 1969 the Los Angeles LGBT Center has cared for, championed, and celebrated LGBT individuals and families in Los Angeles and beyond. Today the Center's nearly 800 employees provide services for more LGBT people than any other organization in the world, offering programs, services, and global advocacy that span four broad categories: Health, Social Services and Housing, Culture and Education, Leadership and Advocacy. We are an unstoppable force in the fight against bigotry and the struggle to build a better world; a world in which LGBT people thrive as healthy, equal, and complete members of society. Learn more at [lalgbtcenter.org](http://lalgbtcenter.org).

## ABOUT SAN FRANCISCO AIDS FOUNDATION

San Francisco AIDS Foundation promotes health, wellness, and social justice for communities most impacted by HIV, through sexual health and substance use services, advocacy, and community partnerships. Ultimately, we strive for a day when: race is not a barrier to health and wellness; substance use is not stigmatized; HIV status does not determine quality of life; and HIV transmission is eliminated. In 2022, SFAF commemorates 40 years of service to the community. Learn more at [sfaf.org](http://sfaf.org).

# Fact Sheet

## WHAT

More than 3,000 people (including Cyclists and volunteer Roadies) are participating in AIDS/LifeCycle, a seven-day, 545-mile bicycle ride from San Francisco to Los Angeles to raise money for San Francisco AIDS Foundation and the HIV/ AIDS-related services of the Los Angeles LGBT Center. Since 1994, AIDS/LifeCycle and its predecessor the California AIDS Ride have raised more than \$286 million, making the event the largest fundraiser for HIV and AIDS in the world.

## WHEN

Sunday, June 5 – Saturday, June 11, 2022  
Opening Ceremony & Ride Out: 6 a.m. at Cow Palace in Daly City  
Finish Line Crossing in front of Fairfax High School, located at 7850 Melrose Ave, Los Angeles, CA 90046  
Finish Line Festival at Fairfax High School beginning at 11 a.m.

## WHERE

DAY  
1

### SUNDAY, JUNE 5

Start: Opening Ceremony, Cow Palace, 2600 Geneva Ave., Daly City  
End: Harvey West Park, 326 Evergreen St., Santa Cruz

DAY  
2

### MONDAY, JUNE 6

Start: Harvey West Park, 326 Evergreen St., Santa Cruz  
End: San Lorenzo County Park, 1160 Broadway St., King City

DAY  
3

### TUESDAY, JUNE 7

Start: San Lorenzo County Park, 1160 Broadway St., King City  
End: Mid-State Fairgrounds, 2198 Riverside Ave., Paso Robles

DAY  
4

### WEDNESDAY, JUNE 8

Start: Mid-State Fairgrounds, 2198 Riverside Ave., Paso Robles  
End: Preisker Park, 330 Hidden Pines Way, Santa Maria

DAY  
5

### THURSDAY, JUNE 9

Start: Preisker Park, 330 Hidden Pines Way, Santa Maria  
End: Riverbend Park, Lompoc

DAY  
6

### FRIDAY, JUNE 10

Start: Riverbend Park, Lompoc  
End: San Buenaventura State Beach, 901 San Pedro St., Ventura

DAY  
7

### SATURDAY, JUNE 11

Start: San Buenaventura State Beach, 901 San Pedro St., Ventura  
End: Fairfax High School, 7850 Melrose Ave, Los Angeles  
with Finish Line Festival at Fairfax High School

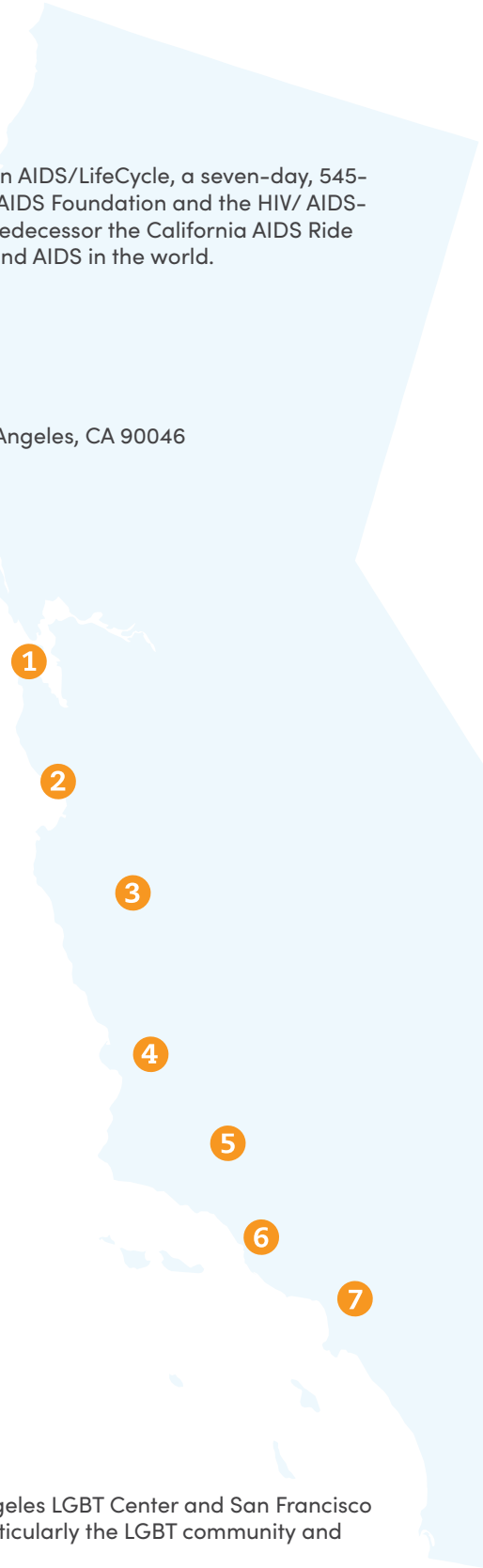
*\*The route opens at various times each day, but cyclists are on the road by 7 a.m.*

## WHY

To raise critically needed funds for HIV/AIDS-related services provided by the Los Angeles LGBT Center and San Francisco AIDS Foundation and to raise awareness that AIDS is still devastating our society, particularly the LGBT community and communities of color in San Francisco, Los Angeles, and throughout California.

## SOCIAL MEDIA

[aidslifecycle.org](http://aidslifecycle.org) | [facebook.com/aidslifecycle](https://facebook.com/aidslifecycle) | [aidslifecycle](https://twitter.com/aidslifecycle) | [#aidslifecycle](https://instagram.com/aidslifecycle) | [@AIDSLifeCycle](https://twitter.com/AIDSLifeCycle)



# Fact Sheet

## HISTORY

**\$286,876,859**

Total funds raised through 2021,  
including AIDS/LifeCycle's  
predecessor California AIDS Ride

**63,304**

Total participants through 2018,  
including AIDS/LifeCycle's  
predecessor California AIDS Ride

**27**

Number of years of riding to end AIDS,  
including AIDS/LifeCycle's  
predecessor California AIDS Ride

## 2022 PARTICIPANTS

**2,300+**

Cyclists

**650**

Roadies

**18**

Youngest participant

**81**

Oldest participant

**47**

States represented

**14**

Countries represented\*

*\*Australia, Brazil, Canada, Denmark, France, Germany, India, Mexico, Spain, Switzerland, Taiwan, United Arab Emirates, United Kingdom, United States*

## TRAVEL ROUTE

**545**

Total number of miles

**95**

Permits required

**45**

Towns

**8**

Counties

**3,410**

Calories burned each day  
(on average for a 170-pound cyclist)

## ENERGY EXPENDITURE

## FOOD

**44,600**

Eggs

**18,800**

Gallons of water

**11,000**

Snack bars

**6,000**

Breakfast pastries

**3,880**

Pounds of bananas

**2,100**

Pounds of pasta

**810**

Gallons of  
Peet's Coffee

**660**

Gallons of milk

**20**

Lunches served per  
minute (on average, at  
lunchtime)

**3.3**

Tons of vegetables

**2.2**

Tons of oatmeal

**2.2**

Tons of chicken

## SUPPLIES

**16,000**

Packets of "butt balm"

**7,000**

Trash can liners

**1,500**

Tents

**1,641**

Toilets

# HIV/AIDS Facts

## IN SAN FRANCISCO

- San Francisco has an estimated 15,811 people living with HIV. San Francisco has one of the largest populations of people living with HIV in the United States. The city represents 2% of California's total population, but is home to 11% of its HIV-positive population.
- Of the total number of San Franciscans living with HIV, 8,950 were living with AIDS at the end of 2020. AIDS is a late stage of HIV disease defined by a low count of CD4 cells.
- Men who have sex with men of all ages and ethnicities continue to be significantly affected by HIV: Nearly 86% of people living with HIV in San Francisco are gay and bisexual men and 70% of new HIV diagnoses are among gay and bisexual men.
- More than a quarter (30%) of people living with HIV have not achieved viral suppression, a level of the virus so low that it is undetectable and nearly impossible to transmit. Nearly a third (28%) are not retained in care.
- Black communities are disproportionately represented among new HIV diagnoses: While Black San Franciscans are only 5.6% of the city's population, they represented 21% of new HIV diagnoses in 2020.
- Of all new HIV diagnoses, transgender women represent almost 4% of new cases. 38% of trans women newly diagnosed were between 13–29 years old.
- The Latinx community represents 37% of all new diagnoses in San Francisco.
- Deaths from AIDS-related causes have declined dramatically as a result of effective treatment and adherence. In 2019, 70 people died from AIDS-related causes. Since the beginning of the epidemic, the city has lost 22,042 people to the disease. At its peak in 1992, the city lost 2,331 people.

## IN LOS ANGELES

- More than 57,000 people are living with HIV in Los Angeles County. A majority of the people living with HIV in the county are male (85%) and/or Latinx (40%).
- 84% of new diagnoses were among gay and bisexual men.
- 66% of new diagnoses were among people between the ages of 20–39.
- 49% of new diagnoses were among Latinx people.
- Black communities are nearly four times more likely to test positive for HIV compared to Caucasians.
- The Hollywood-Wilshire district in Los Angeles, which includes the city of West Hollywood, has the highest rate of people living with HIV in the county.
- 60% of people living with HIV in the county are virally suppressed (i.e., their viral loads have reached an undetectable level).

## IN CALIFORNIA

- More than 139,000 people are living with HIV.
- Beginning in 2017, more than 4000 people are diagnosed with HIV each year.
- 70% of all HIV diagnoses occur among gay or bisexual men.
- Since 2011, there has been a steady increase in the number of HIV diagnoses among transgender people.
- Black communities account for nearly 17% of those living with HIV.
- Latinx people account for over 38% of those living with HIV—a percentage that has grown since 2011.
- Nearly half of all Californians living with HIV reside in Los Angeles County or the San Francisco Bay Area.

# HIV/AIDS Facts

## IN THE UNITED STATES

- More than 1.2 million people are living with HIV.
- 1 in 8 (13%) of those who contract HIV are not aware of their status.
- While gay and bisexual men account for the majority of all new HIV diagnoses, Black gay and bi men are disproportionately affected, accounting for 37% of new diagnoses.
- Black communities comprise only 13% of the total U.S. population yet account for an estimated 42% of new HIV infections nationally in 2019. They also accounted for 40% of everyone living with HIV in the U.S.

## IN THE WORLD

- Approximately 37 million people are living with HIV.
- Since the beginning of the epidemic, over 79 million people have contracted HIV and about 36.3 million people have died of AIDS-related causes, including over 680,000 in 2020.
- The number of new HIV diagnoses has decreased from 2.5 million in 2009 to 1.5 million in 2020.
- 10% of new HIV diagnoses occur in people under age 15.
- Deaths of people in Africa accounted for 69% of the world's AIDS-related deaths in 2020.
- Around 73% of people—some 27.5 million people—living with HIV had access to antiretroviral therapy in 2020.

## SOURCES

*amFAR Statistics: Worldwide; Bay Area Census, 2010; California Department of Public Health 2020 HIV Surveillance Report; Centers for Disease Control and Prevention HIV Among African Americans; Centers for Disease Control and Prevention HIV Among Gay and Bisexual Men; Centers for Disease Control and Prevention HIV in the United States: At a Glance; Los Angeles County Department of Public Health 2020 Annual HIV Surveillance Report; San Francisco Department of Public Health 2020 Epidemiology Annual Report; UNAIDS Fact Sheet.*



# HIV/AIDS-Related Fact Sheet

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The Los Angeles LGBT Center has been a leader in battling AIDS and caring for those who are living with HIV since the earliest days of the pandemic. Today, the millions of dollars raised annually by AIDS/LifeCycle participants support these vital Center services:

## MEDICAL CARE

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Our Jeffrey Goodman Special Care Clinic offers people living with HIV comprehensive free or low-cost primary and specialty medical care. About 3,300 people receive care at the clinic each year, with 42% of them identifying as Hispanic or Latino.

## MEDICAL CARE COORDINATION (MCC)

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MCC is a multidisciplinary team of nurses and social workers who provide support services for people living with HIV (PLWH). Our teams focus on treatment adherence, linkage to care, and minimizing barriers to successful treatment like unemployment, poor access to food, and substance use. We also support patients who are homeless or at risk of losing their housing with rental assistance and other services. Our Case Management team provided services to over 3,800 patients last year.

## TRANSGENDER HEALTH PROGRAM

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Transgender people are disproportionately affected by HIV. Forty-four percent of Black transgender women and 26% of Latinx transgender women are diagnosed with HIV. Our Trans Health Program provides comprehensive, wraparound services for over 1,800 trans people to help keep those who are living with HIV engaged in care and to prevent transmission to those who are HIV-negative.

## MENTAL HEALTH SERVICES

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Our staff of mental health professionals offers one-on-one and group therapy to help people struggling with HIV overcome substance use and addiction, adhere to difficult HIV drug regimens, improve self-esteem, get through the trauma of a new HIV diagnosis, and manage other issues they may be facing. The program serves more than 2,350 people each year.

## HIV TESTING

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One out of seven people nationwide who are HIV-positive don't know it. We are working to lower that percentage by offering free HIV testing across Los Angeles, where we also test for chlamydia, gonorrhea, and syphilis. We test 1,900 people for HIV each month. The tests are among the most advanced available and can detect HIV as early as seven days after exposure.

## HIV PREVENTION

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We are working to reduce the spread of HIV through a myriad of education, prevention, and community support services. We have the leading PrEP (pre-exposure prophylaxis) program in California by enrollees, raising awareness and enabling free access to this life-saving medication for almost anyone who wants it. Much of our current focus is on the communities most affected by HIV: young Black and Latino gay men and transgender women. Key among these prevention programs is our Trans Wellness Center, the first-of-its-kind health center specifically for and operated by members of the transgender community.





## HIV RESEARCH

Our HIV research is aligned with the National HIV/AIDS Strategy, focusing on intervening at every stage of HIV infection: testing high-risk populations, linking newly diagnosed people to HIV care, retaining them in care, starting them on HIV medications as soon as possible, supporting and increasing adherence to their antiretroviral medications, and ultimately reducing their HIV viral load to undetectable levels. This comprehensive approach is a complex but promising strategy for reducing “community viral load” and ultimately ending HIV or AIDS as an epidemic in the U.S.

## PHARMACY

Our full-service pharmacy provides help for patients who struggle to afford costly medications. For patients without private insurance, medications are supported by the AIDS Drug Assistance Program (ADAP), Medi-Cal, and Medicare, as well as AIDS/LifeCycle fundraising dollars.

## WHAT'S IN STORE FOR THE FUTURE?

In 2017, Los Angeles county released the visionary HIV/AIDS Strategy for 2020 and Beyond. In it the County identified three key goals that will help the Center finally bring the HIV epidemic under control: 1) reduce annual new infections to 500 by 2022; 2) increase the proportion of PLWH who are diagnosed to at least 90% by 2022; and 3) increase the proportion of diagnosed PLWH who are virally suppressed to 90% by 2022.

The Center is committed to serving as a key partner in this vital effort to bring our local HIV epidemic under control. In the next year, the Center will:

- Provide 35,000 HIV and STD tests.
- Provide STD treatment to at least 10,000 people.
- Provide ongoing medical care and case management to 2,900 HIV patients in the Jeffrey Goodman Special Care Clinic.

## HOW WE USE AIDS/LIFECYCLE FUNDS

**\$50,000** Supports the annual cost of comprehensive HIV medical treatment services for 45 patients.

**\$30,000** Provides 4 months of mental health therapy to 14 clients.

**\$25,000** Supports the annual cost of comprehensive HIV medical treatment services for 22 patients.

**\$15,000** Provides comprehensive sexual health services, including HIV and STD tests, treatment, education, and counseling to 85 clients.

**\$10,000** Covers a full year of intensive psychosocial case management services for two clients.

**\$5,000** Covers a full year of lab testing for nine HIV patients.

**\$1,000** Covers the annual cost of medical supplies for 38 HIV patients.

**\$280** Provides rapid HIV tests for 20 clients.

**\$100** Covers the annual cost of medical supplies for four HIV patients.

**\$20** Covers treatment medications for one client diagnosed with an STI.

**\$10** Buys 155 condoms that Community Health Programs will distribute throughout the Center.



## HIV/AIDS-Related Fact Sheet

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San Francisco AIDS Foundation promotes health, wellness, and social justice for communities most impacted by HIV, through sexual health and substance use services, advocacy, and community partnerships. Ultimately, we strive for a day when: race is not a barrier to health and wellness; substance use is not stigmatized; HIV status does not determine quality of life; and HIV transmission is eliminated.

Funds raised by AIDS/LifeCycle participants support these five interconnected program areas:

### SEXUAL HEALTH

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We provide no-judgement sexual health services for gay, bi and queer men, trans and gender non-binary people and their friends, lovers and allies, and many other communities at risk for HIV. Community members can access health services through Magnet, our clinic in the Castro, and at our main office. People who inject drugs can also receive HIV and STI testing at the Harm Reduction Center. Sexual health services include HIV and STI testing, STI treatment, trans health, anal health, hepatitis C services, vaccinations, PrEP and PEP.

### SUBSTANCE & BEHAVIORAL HEALTH

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Substance use is one of many factors impacting HIV risk, and people living with HIV who inject drugs have the lowest viral suppression rate of any transmission category. Our substance use and behavioral health services are based on principles of harm reduction, offering substance use counseling, overdose prevention resources, and substance use group support. We work in partnership with clients who use drugs to help them create the goals that make sense in their lives.

### ENGAGEMENT & RETENTION

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A critical component of our work is ensuring people living with HIV have access to health care services, housing and public benefits. Through these services, we are helping people connect to HIV care and achieve viral suppression ensuring better health outcomes and preventing new infections.

### SOCIAL SUPPORT

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We cannot end the HIV epidemic in San Francisco until all communities have equal access to health care, housing, education, and social support. Our teams provide social support, health education and individual advocacy services in safe and supportive spaces that center Black and Latinx communities, transgender and gender non-binary people, and long-term HIV survivors over age 50. Our teams work across program areas to ensure that clients have access to our entire spectrum of services.

### POLICY & PUBLIC EDUCATION

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We champion evidence-based HIV/AIDS policy in San Francisco, California and in Washington D.C., fighting every day to protect the human rights of people at risk of and living with HIV. Our community mobilization team provides countless advocacy opportunities for community members to speak truth to power.



## HIV/AIDS-Related Fact Sheet

### OUR STRATEGY

#### Our work is guided by these goals:

Goal 1. People living with HIV will have equal rates of viral suppression regardless of race and ethnicity.

Goal 2. Fewer than 100 people living in San Francisco will newly acquire HIV in 2024.

Goal 3. 90% fewer people living with HIV will have hepatitis C because of increased awareness, testing and treatment.

Goal 4. 10,000 fewer people will die from drug overdose over 5 years because of overdose prevention efforts including safe injection services.

Goal 5. 50% fewer long-term survivors will experience isolation, poor physical health or unmet mental health needs.

### HOW WE USE AIDS/LIFECYCLE FUNDS

**\$15,000** Can allow 75 people to access PrEP.

**\$5,000** Can provide one year of substance use counseling services for one program participant.

**\$3,000** Helps 50 Queer and trans people of color access health and wellness services.

**\$2,000** Provides a scholarship for one community member to go to Washington, D.C., and advocate for HIV funding and services.

**\$1,300** Allows San Francisco AIDS Foundation to provide same-day testing and rapid HIV start medication to one person.

**\$500** Allows San Francisco AIDS Foundation to host one night of social programming for long-term survivors of HIV.

**\$250** Can allow 20 clients living with HIV to attend weekly group counseling sessions.

**\$100** Allows San Francisco AIDS Foundation to provide one HIV test to a member of the community.

**\$50** Helps a case manager stay connected to a client living with HIV to help them get to appointments and stay in care.