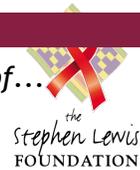




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## PRESS RELEASE

### Regina Grandmothers Hold World AIDS Day Flash Mob!

EMBARGOED UNTIL DEC. 1<sup>ST</sup> – You’ve seen student flash mobs, Thriller flash mobs, and get-out-the-vote flash mobs. But have you ever seen a Granny flash mob? This World AIDS Day (Dec. 1st) grandmothers in and across Canada staged a nation-wide series of flash mobs to call the world’s attention to the scale of the global AIDS epidemic, and the herculean role African grandmothers are playing in the response.

Participating grandmothers and ‘grandothers’ are all members and supporters of the Grandmothers to Grandmothers Campaign—a grassroots movement of grandmothers in Canada and around the world, launched by the Stephen Lewis Foundation in 2006. In the decade since its humble beginnings, Campaign members have raised \$25 million in support of community-based organizations working with the African grandmothers caring for millions of children orphaned by AIDS. With 240 groups across Canada, the movement is now also growing in the UK, Australia, and the United States.

“Grandmothers were looking for an innovative way to show solidarity with African grandmothers on World AIDS Day”, said Graham Coultas, Director of the Grandmothers to Grandmothers Campaign at the Stephen Lewis Foundation. “The flash mobs were their idea. They raise awareness and at the same time challenge stereotypes about older women everywhere!”

Dancing, appropriately, to the Eurythmics’ “Sisters are Doin’ it for Themselves”, grandmothers turned heads and got people talking in shopping malls, grocery stores, and university campuses across the country. Here in Regina, several members of the local grandmothers group, GRANDMOTHERS FOR GRANDMOTHERS (G4G) staged their flash mob at the University of Regina campus, Riddell Centre cafeteria.

Local flash mob organizer and grandmother of G4G, Gail Greenberg, said the reception to the flash mob was excellent, generating significant interest in the work of the Campaign and the role of African grandmothers in turning the tide of an ongoing AIDS epidemic.

Across sub-Saharan Africa today, there are roughly 13 million children who have lost one or both parents to AIDS. In some countries, up to 60% of these orphaned children are cared for by their grandmothers. What began as only a small handful of Canadian grandmothers groups - committed to supporting those African grandmothers - has since evolved into a dynamic and global movement of older women.

African grandmothers are indeed “doing it for themselves,” but they shouldn’t have to do it alone. That’s why Grandmothers Campaign members are determined to build the grandmothers movement. And today, they revealed that they’re willing to step outside their comfort zones to do it.

**Grandmothers 4 Grandmothers Regina (G4G Regina)** are a group of Regina and area grandmothers and others who fundraise for the Stephen Lewis Foundation, to support African grandmothers who are raising a generation of children orphaned by AIDS. *The Regina Grandmothers would like to extend their sincere appreciation to the University of Regina Students Union for the use of their venue and their enthusiastic support of this initiative.*

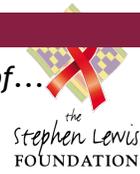
Website: <http://grandmothers4grandmothersregina.com>

CONTACT: **Gail Greenberg**, G4G Executive Member and G4G Sponsorship Committee Chair

For more information, visit us online at [www.grandmotherscampaign.org](http://www.grandmotherscampaign.org) & [www.stephenlewisfoundation.org](http://www.stephenlewisfoundation.org)



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