



PRESS RELEASE
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CHEER SAN FRANCISCO PARTNERS WITH AIDS EMERGENCY FUND TO RAISE THOUSANDS FOR AIDS SERVICES

(San Francisco, CA) – January 13, 2011 – With 2011 in full swing, CHEER San Francisco launches its 31st Anniversary year with a key community partner.

AIDS Emergency Fund, one of the nation's earliest responders to the AIDS crisis, has entered into what promises to be a lasting and lucrative partnership with CHEER San Francisco, the world's first and longest-running all-volunteer cheerleading team that performs dynamic routines as a means of fundraising for various social programs. The pairing of these two San Francisco-based non-profits could not be more perfect as this indeed epitomizes the finest in community stewardship: responsible local citizens assisting those fellow community members in need.

Each year, AEF provides immediate, short-term financial support to approximately 2,500 low-income San Franciscans, enabling them to cover their basic human needs and stabilize their living situations. With the tens of thousands of dollars raised by CHEER SF each year at its many high-flying performances throughout the SF Bay Area and beyond, these two organizations will co-sponsor a truly synergistic alliance to inject thousands of much-needed dollars into the HIV/AIDS communities of San Francisco.

"CHEER SF is excited to work harder than ever, both for and with such a significant and influential partner organization as AIDS Emergency Fund," remarks Ryan Allen, CHEER San Francisco Program Director. "The team is kicking off our 31st Anniversary Year, and at this pivotal time in our organization's history, it is a privilege to be able to lend our support to an organization whose mission and values are so seamlessly aligned with our own."

Adds Mike Smith, Executive Director of AIDS Emergency Fund, "AEF is proud to partner with CHEER SF this year. CHEER SF's national visibility and reputation for excellence in performing and fundraising will make this a powerful team effort. Being selected by CHEER SF as this year's beneficiary is a huge honor – and we are excited about the possibilities it offers us to raise our own visibility and expand our ability to serve clients in need."

CHEER SF recognizes these difficult economic times, where budget cuts have negatively impacted service agencies supporting those affected by HIV/AIDS, Breast Cancer, and other life-challenging conditions. Through their CHEER For Life Foundation, CHEER SF has donated \$200,000 to said agencies around the world, and over 90% of those funds were generated during the last five years. This is surely a significant impact to their beneficiaries' bottom line, but more importantly, it is a heartfelt message that these people persevering through adversity have not been forgotten.

About AIDS Emergency Fund: Since 1982, AEF has provided more than \$26,000,000 in emergency financial assistance to people facing the challenges of living with debilitating HIV and AIDS. This has been made possible by the overwhelming support from the San Francisco community. AEF's very low overhead is covered by corporate and foundation gifts, which means 100% of all funds from individuals and community events goes directly to clients in need. For more information, please visit www.aidsemergencyfund.org.

About CHEER San Francisco: CHEER SF celebrates its 31st anniversary of entertaining audiences around the world while raising funds for charitable organizations that help people with HIV/AIDS, Breast Cancer and other life-challenging conditions. An all-volunteer 501(c)3 non profit, CHEER SF is the world's premiere philanthropic cheerleading team that has been thrilling crowds with its unique brand of high energy routines since 1980. Dedicated to providing polished professional entertainment to support its philanthropic mission, the squad serves as goodwill ambassadors to over 50 public and private events and one million spectators annually. For more information, please visit www.CHEERSF.org and [facebook.CHEERSF.org](https://www.facebook.com/CHEERSF.org).

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