

MEDIA ALERT

FOR IMMEDIATE RELEASE:

A Human Interest Story

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Appalachian Trail 6 Month Thru-Hike for AIDS Awareness (to also benefit The Joey DiPaolo AIDS Foundation)

WHO: Hiker - 22 year old, Jesse Saperstein, graduate of Hobart and William Smith College. Jesse is also a volunteer counselor for The Joey DiPaolo AIDS Foundation's Camp TLC Program (Teens Living a Challenge.) Camp TLC is a residential summer camp program for teens between the ages of 13-19 that are living with HIV/AIDS.

WHAT: Jesse Saperstein will hike the Appalachian Trail, a thru-hike that will take 6 months to complete. He is hiking the trail to bring AIDS awareness to the public and the seriousness of the AIDS pandemic worldwide. He embraced this cause after meeting Joey DiPaolo and after volunteering for Camp TLC.

WHEN: Start date of Hike - **Wednesday, March 9, 2005.** Approximate time to complete trail - 6 months from start date.

WHERE: Start location: Springer Mountain, Georgia.
Finish location: Mount Katahin, Maine

TIME: time scheduled for start date: to be determined

We would like to request an interview, photographer (for printed media) and appreciate any media coverage you may be able to provide for the event. For talk shows: a guest appearance.

Jesse Saperstein resides in Pleasant Valley, New York. He is a graduate of Hobart and William Smith Colleges. During his senior year of college, he served as a residential advisor to the AIDS Awareness House. His decision to actively bring attention to the AIDS epidemic began after learning about Joey DiPaolo through an HBO special called "Blood Brothers: The Joey DiPaolo Story." Saperstein was also motivated by the fact that Americans are under the grave misassumption that AIDS is no longer a life-threatening illness due to the advances in medications. It is this ignorance that is increasing the spread of AIDS instead of eradicating it through prevention. *See following articles and letters from Jesse for more information.*