



CASEY HOUSE

FOR IMMEDIATE RELEASE:

**IGNITE YOUR PASSION AT CASEY HOUSE'S 20TH ANNIVERSARY!
SnowBall 2008 | Passion to take place March 1st**

A little naughty, a little daring and like winter in Toronto, totally unpredictable!

January 21, 2008 – (Toronto, ON) On March 1, 2008, **Casey House** will celebrate its 20th anniversary with a very special gala evening. The annual winter gala **Casey House's SnowBall 2008 | Passion** will melt away the winter blues with smoking hot entertainment, a lavish silent auction, and the launch of **The Casey Awards – a tribute to June Callwood**.

"June Callwood was a dear friend and an inspiration to myself and so many Canadians," says honorary co-chair **Salah Bachir**. "It was her dream that brought Casey House into being and I'm very pleased to be part of what promises to be a singularly memorable night celebrating the date, 20 years ago, when Casey House first opened its doors to provide compassionate care for people living with HIV/AIDS."

The evening will include short video tributes to the inaugural recipients of The Casey Awards, including Casey House Founder June Callwood. This will be the first of an annual awards program started in honour of the 20th anniversary and will recognize achievement in the fields of HIV/AIDS care and social justice. Honorary co-chair **Valerie Pringle** will produce the tributes. "June Callwood was one of my heroes," says Pringle. "I'd have done anything for her. Thanks to her hard work, and thanks to the dedication of so many other fine individuals, we truly have come a long way in making this a better and more compassionate world for people with HIV/AIDS. It's a thrill to be part of celebrating our successes."

Casey House's SnowBall 2008 | Passion will ignite The Fairmont Royal York with astonishing passion-themed décor by renowned designer **Nicholas Pinney**. Chanteuse **Molly Johnson** has orchestrated a red-hot entertainment line up, starting with a cocktail performance by the velvet-throated **John Alcorn**. Bona fide soprano diva **Isabel Bayrakdarian** will take the stage, and international singing superstar **Billy Newton-Davis** will ensure that all will feel the love. Who knows what other steamy surprises will be revealed? The evening will also feature a silent auction, with lavish prizes including a Vespa scooter and extravagant travel packages to romantic destinations.

Each year, SnowBall has proven a fabulous opportunity to let loose, mix and mingle with Toronto's most influential in the worlds of art, media, politics and business. But above all, SnowBall is a yearly occasion to celebrate and support the love and passion that goes into the work done at Casey House in caring for people affected by HIV/AIDS. Join us for this very special 20th anniversary party and ***IGNITE YOUR PASSION***.

Event co-chairs: **Michael Griffiths & George Chaker**
Honourary co-chairs: **Salah Bachir & Valerie Pringle**
20th anniversary chair: **Pearse Murray**
Entertainment chair: **Molly Johnson**
Design chair: **Nicholas Pinney**
Presenting sponsor: **BMO Financial Group**
Platinum sponsors: **Cineplex Entertainment | Nicholas Pinney Design**
Gold sponsors: **Fashion Magazine | Polar Ice Vodka | Jacob's Creek Wine**
Silver sponsors: **Merck Frosst | Far Coast & Chaqwa- New beverages from The Coca-Cola Company**

WHAT: SnowBall 2008 | Passion
DATE: Saturday, March 1, 2008
WHEN: 6:00 pm - Cocktail Reception
7:30 pm - Dinner
WHERE: The Fairmont Royal York
TICKETS: Patron tables: \$5,000
Individual tickets \$300
For tickets, please call 416-962-4040 x231
or email jbasilone@caseyhouse.on.ca

About Casey House:

Founded in 1988, Casey House is the first free-standing HIV/AIDS hospice in Canada. A unique, compassionate model of care has been evolving since that time, allowing Casey House, a specialty hospital with community programming, to deliver on its mission to provide exemplary treatment, support and palliative care for people living with HIV/AIDS. Approximately 8,000 people and their families have received exceptional care and support through Casey House services on over 80,000 occasions since 1988.

www.caseyhouse.ca

For more information or to arrange for an interview:

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