



70% of Canadians Would Be Ashamed to Share Health News Openly If HIV+
Casey House Launches First-Ever HIV+ Eatery in Toronto to Bring Awareness of Stigma

TORONTO – October 25, 2017 – Casey House is taking a bold step forward in their ongoing effort to eradicate HIV/AIDS by igniting a conversation around the stigma that people living with HIV/AIDS experience. The new campaign, **Break Bread Smash Stigma**, comes with the launch of a state-of-the-art facility, a study revealing shocking statistics around Canadians’ perceptions of people living with HIV/AIDS, and Canada’s first-ever HIV+ eatery.

“Casey House is more than a place that saves lives, we are a place that shines understanding through compassion, and empower our clients to get better,” said Joanne Simons, CEO of Casey House. “We make our clients’ humanity more visible than their disease.”

The Facility

At a press conference in Toronto today, Casey House will unveil their new Hospital marking its evolution from a facility originally founded in 1988 as a hospice, to a global leader in HIV/AIDS care. The opening of this contemporary facility enables Casey House to expand its services to meet its clients’ evolving and complex needs, always putting the client first.

Casey House Smash Stigma Study

In partnership with Leger Research Intelligence Group, the Casey House Smash Stigma Study revealed shocking statistics around Canadians’ perceptions of HIV/AIDS highlighting the ongoing stigma that still exists. For example, the study found that 79% of millennials agree that if tested HIV+, they would be nervous or ashamed to share the health news openly.

June’s HIV+ Eatery

Despite the fact that HIV cannot be transmitted through food preparation or sharing of food, according to the Smash Stigma survey, only half of Canadians would knowingly share food with or eat food prepared by someone who is HIV positive. This misconception inspired Casey House to open the world's first pop-up restaurant run by HIV positive chefs. June’s, named after Casey House's founder and prolific Canadian activist June Callwood, will pop up in Toronto from November 7-8 in collaboration with Chef Matt Basile of Fidel Gastro. Chef Basile will work with 14 HIV positive individuals-turned-cooks to develop the menu, train, and cook for patrons when the restaurant opens.

“The stigma around HIV and AIDS is still very real, isolating many patients across the city, the country and the globe,” said Kenneth Poon, Casey House client. “I stand proud to be part of this powerful group of 14 HIV positive chefs to boldly break barriers and end the isolation that I have felt and others continue to feel. Through the compassionate care that I received at Casey House, I made it through those darkest days and I am here today, helping others who are living with HIV/AIDS.”

What: Casey House launch of 58,000 square foot, state-of-the-art facility, and announcement of first-ever HIV positive eatery, June’s.

Where: 119 Isabella St. Toronto, ON

When: October 25, 2017
9:45 a.m.
Follow along here: #smashstigma

Photo/Interview Opp: Ribbon Cutting with dignitaries, donors, Joanne Simons, CEO of Casey House, The Honourable Kathleen Wynne, Premier of the Province of Ontario, The Honourable Eric Hoskins, Ontario Minister of Health and Long-Term Care, His Worship, Mayor John Tory, Casey House Client Kenneth Poon, June Callwood's Family.

Tickets to partake in this one-of-a-kind dining experience are available at: www.juneseatery.ca. June's was created in partnership with Canada's largest independent agency, Bensimon Byrne and is presented by RBC.

For high res photography of the participating HIV positive cooks, the new facility, :30 campaign video, and additional survey findings, please visit: <http://bit.ly/2zKibRe>.

To book an interview with Joanne Simons, Chef Matt Basile, or the HIV positive cooks participating, or for more information on June's HIV+ Eatery, please contact:

Tory Nash
Narrative
Tory.Nash@narrative.ca
(647) 709-6274

Yolonda Abrahams
Narrative
Yolonda.Abrahams@narrative.ca
(647) 209-8297

About Casey House:

Casey House is Canada's first and only stand-alone hospital for people living with HIV/AIDS. Through our innovative and comprehensive approach to health care, we remain one of the few places where people with HIV/AIDS can seek care without judgment. We are more than a place that saves lives, we are a place that speaks up, shines understanding through compassion, and empowers our clients to get better.

Although many people who live with HIV can manage their disease effectively with a support network and access to treatment, Casey House clients are not part of that majority and fall into the category of the 40% of people in Ontario not on treatment. They are vulnerable, seeking safety and need nourishment. Casey House will continue to provide unequivocal compassion to clients in need providing them with a holistic approach to their care and treatment. This facility is possible due to the commitment and generosity of government, individuals, foundations and corporations that believe it is our collective responsibility to take care of all members of our community.

Survey Methodology:

A survey of 1,633 Canadians residents was completed online between October 10th to 13th using Leger's online panel, LegerWeb. A probability sample of the same size would yield a margin of error of +/- 2.4%, 19 times out of 20.