



Media Release

***Canada: Meeting the challenge* launches at AIDS 2016**

(DURBAN, SOUTH AFRICA, 19 July, 2016): Canada warmly invites all Canadian and international attendees at AIDS 2016, the International AIDS Conference held in Durban, South Africa July 18-22, to visit *Canada: Meeting the challenge*. Located in the Durban Exhibition Centre, *Meeting the challenge* is the Canada Pavilion for this year's Conference which brings together delegates from all over the world. The Pavilion showcases Canada's leadership in the global HIV response and provides a meeting place for people to share their experiences and insights.

An electronic showcase

"The Canada Pavilion shows examples of Canada's innovations, best practices and achievements in HIV research and programming at home and abroad in a dramatic fashion," says Robin Montgomery, Executive Director, Interagency Coalition on AIDS and Development (ICAD), the lead national agency that developed *Canada: Meeting the challenge*, in partnership with CATIE, Canada's source for HIV and hepatitis C information. "Canada's achievements in meeting the HIV challenge, as well as commentary from many Canadians, will be displayed on a video wall, and visitors can use interactive tablets to access a wealth of information about Canadian programs."

A meeting place, in person and online

Monitors will display upcoming events where Canadians are participating in Conference activities, and visitors to the Conference are encouraged to share their thoughts on social media – comments that will be displayed on a large electronic screen at the Pavilion. Visitors can have their photo taken with one of the Pavilion's social media frames and share their personal hopes and aspirations in response to the statement, "*My hope for HIV by 2030 in Canada is...*" using @AIDS2016Can for Facebook and Instagram, and #AIDS2016Can / #SIDA2016Can for Twitter.

The Pavilion will also present opportunities for people to meet to discuss issues from an international and Canadian perspective. Onsite programming for discussion sessions will be promoted during the Conference.

Our 'virtual Pavilion': www.canadameetingthechallenge.ca

Those who are unable to attend the AIDS 2016 Conference can still join us and 'visit' the Pavilion in online form at www.canadameetingthechallenge.ca. The website showcases much of the Canadian initiatives shown in Durban. Hosts at the Canada Pavilion will also be sharing many comments and real-time images through social media to offer a visual experience of what is happening at the Conference. When the Conference ends, the website will be a legacy to the Canadian innovations showcased during AIDS 2016.

Media:

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www.canadameetingthechallenge.ca / @AIDS2016Can for Facebook and Instagram; #AIDS2016Can / #SIDA2016Can for Twitter.