PRESS RELEASE

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Sierra Hope Invites Riders to Join the Team for the 2024 Norcal AIDS Cycling Fundraising Event

2024's Event Celebrates 20 years of Making a Difference

Angels Camp, CA – March 13, 2024 – The Norcal AIDS ride is coming up May 16-19 and Sierra Hope is inviting riders and support crew volunteers to sign up on the Sierra Hope team page. The NorCal AIDS Cycle is an annual cycling event born out of a need that continues today to support those living with HIV/AIDS. The 4-day cycling fundraising event is planned and produced by a dedicated group of volunteers to benefit AIDS Service Organizations, especially in rural areas. "It's always a really fun event and this year it's extra special," says Jerry Cadotte, Sierra Hope Executive Director and long-time participant. "Last year offered a mix of music, friends & family events and comradery."

In the realm of public health, few success stories rival the progress made in combating HIV/AIDS. Advances in medical science have transformed what was once a near-certain death sentence into a manageable chronic condition. However, amidst the triumphs of medical innovation, a critical reality persists: the indispensable role of community support in the ongoing fight against HIV/AIDS. Despite significant strides in treatment accessibility and effectiveness, the need for robust community support systems remains paramount. Here's why:

- Holistic Care Beyond Medical Treatment: While antiretroviral therapy (ART) has revolutionized HIV/AIDS treatment, managing the condition extends beyond medication. Community support programs offer vital resources such as counselling, peer support groups, mental health services, and assistance with navigating social services. These holistic interventions are indispensable in fostering the overall well-being and quality of life for those living with HIV/AIDS – especially in rural areas.

- Promoting Adherence and Retention in Care: Sustained adherence to ART is crucial for suppressing the virus and preventing disease progression. However, various factors, including medication side effects, logistical barriers, and psychological stressors, can impede adherence. Community-based organizations play a pivotal role in promoting treatment adherence and

retention in care by providing personalized support and addressing barriers on an individualized basis.

In 2024, the NorCal AIDS Cycle celebrates 20 years of making a difference. This year, base camp will be in Roseville and each day cyclists will ride a different route returning to basecamp each night. Entertainment activities are will in the works, but Sierra Hope board president, Sue Brown, will serve as crew, and Jerry Cadotte, Sierra Hope Executive Director is already signed up. Join us by signing up on our team page here! Or, support Jerry by donating here.

About Sierra HOPE
Sierra HOPE, originally founded in 1989 as the Sierra AIDS Council, now provides a wide range of services to the residents of Calaveras, Tuolumne and Amador counties. Headquartered in Angels Camp, Sierra HOPE's mission is to "Promote individual dignity and support community members in need through compassionate services and resources".

Sierra HOPE operates several programs to help area residents meet basic needs for food and housing, including a weekly food pantry, transitional housing for families with children, permanent supportive housing for people with disabilities, and assistance with rents and deposits to help people move from housing insecurity to permanent housing. The HIV/AIDS program helps people who are living with HIV access appropriate care and services to manage this chronic disease and prevent new infections. HIV/AIDS services are now available in six rural central Sierra counties: Amador, Calaveras, Tuolumne, Alpine, Mono and Inyo counties.   To learn more about Sierra Hope or inquire about services, please call (209) 736-6792 and visit us online at www.sierrahope.org.

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