

## **PRESS RELEASE**



### **Sierra HOPE Kicks off Team Building for Annual Walk for Hope Fundraiser**

*Popular event's new name reflects Sierra Hope' Expansion into Housing*

**Angels Camp, CA – August 10, 2020** – Sierra HOPE, a non-profit organization best known for delivering HIV/AIDS education and supportive services to Sierra Foothills communities in Tuolumne, Amador and Calaveras counties (or “tri-county area”), is broadening the theme of its annual fundraiser and also making it geographically disbursed due to COVID19. Typically held each Fall at Big Trees State Park, this year’s walk will take place wherever participants wish to walk. Because Big Trees State Park is still open to visitors, participants are still welcome to walk there, but all organized events have been cancelled due to the COVID pandemic. Now, however, participants call walk wherever the wish.

“Originally billed as the Sierra AIDS Walk fundraiser, the event is now called the annual Sierra Walk for HOPE. This year’s event will take place Saturday, September 26 at a location of each individual or team’s choosing.

(more)

“Sierra HOPE’s original mission has expanded for two reasons: first, HIV infection is down and more people are successfully living with HIV, and our communities’ challenges have changed,” said Jerry Cadotte, Executive Director, Sierra HOPE. “Today as we continue to provide services related to our original mission, with housing insecurity on the rise, housing has taken on a more central role in what we do at Sierra HOPE,” he continued. “

This year’s theme celebrates what the Japanese call “Shinrin-Yoku,” or forest bathing, which inspires individuals to reconnect with and protect the country’s forests. The concept is not new and not uniquely Japanese but forest bathing is being embraced as a new type of “eco-therapy” or antidote to the stresses of the modern world. There is science, in fact, that supports what we instinctively know – that time spent immersed in nature is good for us. Sierra Hope is encouraging teams to send in their photos so we can recognize the most creative nature walks and add their photos to our [Walk4Hope Instagram page](#).

“This walk, in nature, whether it’s an urban or rural location, is an opportunity to support those in our community who need assistance, and to raise funds for Sierra HOPE to continue their important work,” said Xan Adams, a long time Sierra HOPE Board member. “I don’t know anyone who wouldn’t benefit from a little mindful forest walking at this particular moment in time; plus, you can walk away with an awesome T-Shirt!”

For members of the tri-county motherlode communities experiencing basic needs insecurities Sierra HOPE provides a food pantry, assistance with rent and utilities, and permanent supportive housing in addition to their case management for HIV and AIDS, and Hepatitis C Testing. Join Sierra Hope Saturday, September 26, 2020 in the annual Walk for Hope and help raise funds to support their vital work in the tri-county area.

Form teams, reach out for donations, and then walk for HOPE. For those who raise \$100 or more a commemorative T-shirt awaits! Register at [www.SierraWalkforhope.dojggy.com](http://www.SierraWalkforhope.dojggy.com) or follow the link at [www.sierrahope.org](http://www.sierrahope.org).

### **About Sierra HOPE**

Sierra HOPE, founded 1989 as the Sierra AIDS Council provides a wide range of housing and supportive 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 the health and well-being for at risk members of our community through compassionate services. To learn more about Sierra HOPE visit [www.sierrahope.org](http://www.sierrahope.org).

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