

MORE STARS (and more seats) AT THE NOVEMBER 28 MEGACONCERT

John Mayer joins Avril Lavigne, Marie-Mai, Corneille and Sarah McLachlan

Montreal, Tuesday, November 13, 2007 – It's confirmed, it's official and it's definitely worth getting excited about: American singer and guitarist **John Mayer** will be in Montreal on Wednesday, November 28 for the Unite Against AIDS Concert. Oscillating energetically between pop and blues, this 2003 Grammy Award winner will join voices with **Corneille, Marie-Mai, Sarah McLachlan, Nikki Yanofsky, Angélique Kidjo** and **Avril Lavigne** – she alone will be performing onstage for about 40 minutes.

Quite a lineup, and quite an evening in store at the Bell Centre where Ben Mulroney will host what is sure to be a hip and family-friendly atmosphere. Considering how popular all of these artists are with the general public – especially young people – concert organizers have reconfigured the amphitheatre to allow for more seating. So for all the teens out there who want to watch their favourite stars live onstage, unite against AIDS and bring along your family and friends.

All proceeds from the evening will go to the Unite for Children, Unite Against AIDS international campaign. The November 28 concert at the Bell Centre is outstanding in more ways than one. In addition to being the kickoff for a series of shows around the world, it will also mark an important milestone – the first time that a Unite Against AIDS event takes place in North America. It's time for Montrealers to rally together and live up to this honour!

Organizers wish to thank the sponsors of the concert: ALDO Fights AIDS (main sponsor) along with Air Canada, AMJ Campbell, Best Buy (exclusive sponsor of the welcoming ceremony with the artists), Decosta, Fraser Milner Casgrain, IndieMV, KPMG, *La Presse*, the 2007 Montreal Millennium Summit and Solotech.

Unite Against AIDS Concert: Wednesday, November 28 at 7:30 p.m. at the Bell Centre in Montreal. Doors open at 6:30 p.m. Opening act (from 6:30 to 7:30): British DJ Dino Lenny and the winner of the IndieMV contest. **Tickets on sale from \$35.50 (taxes and service charges extra) through the Admission Network, 514 790-1245 or www.admission.com. Complete details available at <http://www.uniteagainstaidsconcert.ca/>.**



About UNICEF

UNICEF is the world's leader for children, working in 156 countries and territories to save, protect and enhance the lives of girls and boys. UNICEF supports child health and nutrition, promotes quality basic education, protects children from violence, exploitation and AIDS and is the world's largest provider of insecticide-treated bed nets and vaccines for developing nations. A global leader in emergencies with six decades of on-the-ground experience, UNICEF saves and rebuilds children's lives in natural disasters and conflict. UNICEF is funded entirely by voluntary contributions from individuals, businesses, foundations, schools, associations and governments.

About ALDO

ALDO Fights AIDS is the proud presenting sponsor of the first ever UNITE AGAINST AIDS concert. As a dedicated supporter of the fight against AIDS, ALDO has committed millions of dollars to AIDS awareness and research. Since its inception in 1972, ALDO has been giving back to the community, a philosophy that is consistent with its founding principles of love, integrity, and respect.