

# GROUNDswell

GROUP

## Quest Diagnostics partners with local organizations and influencers in support of HIV/AIDS

San Francisco, CA – June 8 2015 – Quest Diagnostics, the world leader in diagnostic services, is sponsoring the 2015 Aids Walk San Francisco. Quest Diagnostics is collaborating directly with several nonprofit organizations in Northern California, including Project Inform, API Wellness, Aids Memorial Grove and Rafiki Coalition for Health and Wellness in support of HIV/AIDS research, education, screening and care across the diverse communities of the Greater Northern California area. The firm representing Quest Diagnostics, GroundSwell Group, has also gained the endorsement of many influential public figures in support of the Aids Walk San Francisco including Chris Kluwe. Lisa Woods, SVP of Strategy and Communication at GroundSwell Group said, “This project is very exciting because Quest Diagnostics has gone above and beyond to collaborate with organizations and influencers on the ground. They have rolled up their sleeves and are doing quite a bit of work to further this important cause. They are committed to giving back in a unique and meaningful way.”

The 2015 Aids Walk San Francisco will be held on July 19, 2015 and will continue to benefit Project Inform as well as dozens of other AIDS service organizations in the Bay Area. Quest Diagnostics and Project Inform share in the belief that comprehensive solutions are needed to promote education, increase awareness, improve care, reduce stigma, elevate policy and build strong, supportive communities. “As the leading provider of HIV testing services in the US, we are proud of our partnership with AIDS Walk San Francisco and its lead beneficiary, Project Inform – an organization whose goals are so strongly in line with ours. Both through our sponsorship and by organizing a large team of our employees, AIDS Walk San Francisco provides us with an ideal opportunity for Quest Diagnostics to better educate and serve the Bay Area community.”

- Ricky Kim, Quest Diagnostics Director, Product Management, Infectious Diseases

At the 2014 AIDS Walk San Francisco, there were over 20,000 participants and over \$2.2 million was raised for Project Inform and over 40 other Bay Area AIDS service organizations. The 2015 Aids Walk San Francisco promises to be just as exciting and successful. Quest Diagnostics has planned many unique activations throughout the day, both at their booth and along the course. Activities include body/face painting stations, a dedication station where one can publicly recognize those they are walking in honor/memory of and a scavenger hunt along the walk route with prizes benefitting well-deserving organizations.

Quest Diagnostics is proud to offer continual support to the HIV/AIDS community in Northern California and across the globe. Quest Diagnostics is encouraging anyone at risk to have an HIV blood test. Getting tested is important because if one is infected, treatment options exist. Treatment can prevent the spread of AIDS and afford those infected with a better quality of life. Quest Diagnostics is committed to introducing new HIV tests to detect the infection sooner. Quest’s next generation test provides test results up to 20 days earlier than traditional HIV tests.

### About Us

Quest Diagnostics is a New Jersey based medical testing company offering innovative laboratory analysis in the healthcare industry. Quest Diagnostics provides clinical testing at locations across the United States and around the globe. GroundSwell Group is a boutique cause marketing firm that works with corporate clients and nonprofits to help bridge the gap between the two. GroundSwell Group strategically matches companies with opportunities through cause marketing, and bring awareness and sponsorship to nonprofit organizations.

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