FOR IMMEDIATE RELEASE: SUNDAY | MAY 3, 2026 | 5 LOCATIONS (listed below)
The New Jersey AIDS Walk is proud to announce its evolution into **The NJ RED Collective**, a powerful alliance of five nonprofit agencies across the state working together to support individuals living with and at risk for HIV/AIDS.

The name **RED** represents the organization's three key objectives:

- **Remember**ing the lives and lessons of our movement.
- **Educating** communities with knowledge and resources to promote health, wellness, and prevention services.
- **Defeating** stigma, barriers to care, and the conditions that prevent individuals and families from thriving.

Collectively, The NJ RED Collective provides a comprehensive network of services that touch every corner of New Jersey. These include:

- Prevention, testing, and harm reduction programs
- Access to life-saving medical care
- Counseling, mental health, and substance use resources
- Housing, hygiene, and nutrition
- Advocacy for equitable healthcare access

"This new name reflects both our history and our vision. While we remain committed to the same mission that began with the New Jersey AIDS Walk, The NJ RED Collective better represents the breadth of services we offer and the unified strength of our five agencies."

— Michael Roland, President of The NJ RED Collective

The NJ RED Collective will continue to host "The Walk" event annually on the first Sunday in May and create new initiatives that bring communities together to raise awareness, support those living with and affected by HIV, and fund vital programs that improve lives.

About The NJ RED Collective
The NJ RED Collective is a statewide nonprofit partnership of five organizations in New Jersey dedicated to ending the HIV/AIDS epidemic: The Center in Asbury Park, Edge NJ, North Jersey Community Research Initiative (NJCRI), Buddies of NJ, Inc., and South Jersey AIDS Alliance. The RED Collective's combined services span the entire state of New Jersey, serving 17,354 (total clients served). The NJ RED Collective works to Remember, Educate, and Defeat HIV/AIDS while supporting individuals and strengthening communities.

Our mission is to collectively raise funds that safeguard the quality of essential services focused on improving health outcomes to underserved communities in NJ.

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The New Jersey AIDS Walk will bring together 5 communities - **Atlantic City**, **Asbury Park**, **Morris County**, **Newark**, and **Bergen/Passaic** - in celebration and solidarity for our cause.

Event Locations

Asbury Park: 806 Third Avenue Asbury Park, NJ 07712
Hosted by: **The Center in Asbury Park**

Atlantic City: Boardwalk, Pennsylvania Avenue Atlantic City, NJ 08401
Hosted by: **South Jersey AIDS Alliance**

Morris County: 295 E. Main Street Denville, NJ 07834
Hosted by: **EDGE New Jersey**

Newark: Branch Brook Park, Park Ave Entrance, Newark NJ 07104
Hosted by: **North Jersey Community Research Initiative**

Bergen / Passaic: Wild Duck Pond Saddle River County Park
1133 E. Ridgewood Avenue, Ridgewood, NJ 07450
Hosted by: **Buddies of New Jersey**

All of the money raised at each event location goes directly back to the local organization. You can be assured that your donation will stay in the community, helping your New Jersey friends and neighbors.
If you have any questions regarding registering for ***The Walk***, please contact the organization hosting a walk in your area.