

## **TIGHTY WHITEY CAR WASH 2008**

In Support of the Toronto People With AIDS Foundation Saturday, July 19

TORONTO (June 13, 2008) - Hot guys and gals clad only in their underwear will join Steve Callow, Mr. Steamworks 2008, for his Tightly Whitey Car Wash, in support of the Toronto People With AIDS Foundation (PWA), from noon to 4 p.m. on Saturday, July 19 at 540 Church St. (the alley between Café California and Zelda's restaurants).

Priape Inc ([www.priape.com](http://www.priape.com)), the official underwear sponsor, will hold a special sale across the street in their new premises the same day with a percentage of proceeds to benefit PWA.

The Tightly Whitey Car Wash raised a staggering \$8,367 last year despite a rain-soaked day. This year's car wash should raise even more. Toronto's acclaimed DJ Neill MacLeod ([www.neillmacleod.com](http://www.neillmacleod.com)) will keep the nearly naked car washers moving at fever pitch.

Mr. Priape Toronto and Mr. Steamworks will model underwear that will be sold by auction during the event. The event will also feature an auction table including a signed print of Michael Breyette's ([www.studio1088.com](http://www.studio1088.com)) "Red, Wet & Blue" donated by the artist and generously framed by the O'Connor gallery ([www.oconnorgallery.com](http://www.oconnorgallery.com)). Breyette's art work will be used in the poster.

A Car Wash pep rally for this event will be held at Woody's on Thursday July 10 and Friday July 18. Mr. Steamworks and other participants will be in their tighty whiteys to greet the crowd at Woody's and start the fund raising efforts. The proceeds will be donated to PWA.

Event sponsors include Steamworks, Priape Inc, Michael Breyette, DJ Neill MacLeod, StreamMaster.com, The O'Connor Gallery, Xtra, and Labatt Breweries.

As Mr. Steamworks, Steve Callow will organize at least three fund raising events. He is being supported by the Mr. Leatherman Toronto organization and Steamworks ([www.steamworksonline.com](http://www.steamworksonline.com)).

The Toronto People With AIDS Foundation exists to promote the health and well being of all people living with HIV/AIDS by providing accessible and practical support services. It is Canada's largest direct support service agency for people living with HIV/AIDS. [www.pwatoronto.org](http://www.pwatoronto.org)

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