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Body Shop, MTV join HIV fight

Bryan Utong

KOTA KINABALU: Over 2.5 million people in the world developed AIDS last year, nearly half of them aged between 15 and 24.

Realising the seriousness of the matter, The Body Shop and Music Television (MTV) are once again joining hands to fight HIV and AIDS through the "Yes, Yes, Yes to Fighting HIV Campaign".

The Body Shop General Manager, Victoria Engku, at the launch of the campaign here, Saturday, said this year the campaign's message is shifting away from just raising awareness to actively mobilising youths to fight HIV and AIDS.

"Through this campaign, we are challenging youths to take responsibility of their health and actions, to not be pressured to do things they do not want to do, to arm themselves with vital knowledge on HIV and AIDS and to actively and openly discuss the dangers of HIV and AIDS as well as how to prevent it among their peers."

According to Victoria, in the last two years,



Victoria (right) at the launch together with local artiste Atama.

The Body Shop and MTV have raised £1.1 million for the Staying Alive Foundation, supporting 83 youth groups around the world to become leaders in community HIV prevention.

For this year's campaign, she said The Body Shop will raise funds through the sales of its Special Edition Tantalising Lip Butter where all profits will be donated to the Staying Alive Foundation.