

Headline	Education on HIV AIDS to fight misconceptions		
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# Education on HIV/AIDS to fight misconceptions

## Durex partners with PT Foundation and AIESEC on HIV/AIDS Awareness Campaign Spearheaded by Prominent Influencers in Social Media

IN conjunction with World AIDS Day recently, Reckitt Benckiser's Durex Malaysia (Durex) contributed RM8,000 and 50,000 pieces of Durex condoms to PT Foundation, Malaysia's largest community-based HIV/AIDS organisation.

The fundraising initiative was part of Durex's #SOMEBODYLIKEME World AIDS Day Campaign. As part of the on-going charity drive, Durex has pledged one piece of condom with every pack of Durex condoms purchased at Watsons and RM0.20 per pack purchased at Guardian was channelled to PT Foundation. #SOMEBODYLIKEME Campaign is month-long campaign launched on Nov 15 2013 aimed at educating Malaysian youths on HIV/AIDS.

The #SOMEBODYLIKEME campaign saw global condom brand Durex, which is owned by Reckitt Benckiser since 2010, working in collaboration with prominent social influencers on social media to educate youths on HIV/AIDS. Personalities including Datin Paduka Marina Mahathir, Niki Cheong, Reuben Kang, KlubbKidd KL aka Joe Lee, Audrey Pui Yan, Karena Cheow, Hanie

Hidayah and Christopher Tock have been posting provocative statements and questions regarding HIV/AIDS on Facebook, Twitter, Instagram, blogs and YouTube, to encourage conversation among youths while reinforcing the fact that HIV/AIDS can infect and affect anyone, including 'somebody like me'.

The donations were raised in collaboration with retail giants Watsons Malaysia and Guardian Pharmacy, Health & Beauty Malaysia in support of PT Foundation's on-going HIV/AIDS advocacy work and education programmes in Malaysia.

Speaking at the event, Reckitt Benckiser Malaysia & Singapore general manager Hina Nagarajan said, "Guided by our company purpose of ensuring people around the world lead healthier lives and have happier homes, the Durex Malaysia #SOMEBODYLIKEME Campaign is in response to the waning concern among Malaysian youths with regard to HIV/AIDS. It is indeed worrying as recent statistics have shown an increase of HIV infections among young people, particularly between the age of 13 and

29."

PT Foundation and AIESEC Malaysia also partnered with Durex in mobilising Malaysian youths on social media to talk about issues surrounding HIV/AIDS.

Elaborating on the HIV/AIDS scenario in Malaysia, PT Foundation CEO Dirk van der Tack, said, "One of the biggest challenge that we face is the widespread misconception among young people that HIV/AIDS can only happen to 'other people', or what we refer to as the 'not-me-syndrome.' This can sadly hamper an effective HIV/AIDS education to occur in Malaysia."

"We truly appreciate the commitment from Durex together with AIESEC and all partners involved in the #SOMEBODYLIKEME Campaign to specifically address this false assumption. In addition, the donation raised from sales at Watsons and Guardians is surely a boost for our cause to eradicate new HIV/AIDS among Malaysians," he added.

Present in over 110 countries and territories and with over 60,000 members, AIESEC is the world's largest youth run organization.

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You too can be an agent of change by participating in the #SOMEBODYLIKEME Campaign and educate your friends about the pandemic, simply by your updating your Facebook, Twitter, Instagram, YouTube or Blogs on issues surrounding HIV/AIDS, with the [hashtag]SOMEBODYLIKEME throughout the month of December.

To learn more about the #SOMEBODYLIKEME Campaign, please visit Durex Malaysia's Facebook, Twitter or YouTube, at HYPERLINK "<http://www.facebook.com/DurexMalaysia>"www.facebook.com/DurexMalaysia, HYPERLINK "<http://www.twitter.com/DurexMY>"www.twitter.com/DurexMY or HYPERLINK

"<http://www.youtube.com/user/durexmalaysia>"www.youtube.com/user/durexmalaysia. You may also visit PT Foundation's website at [www.ptfmalaysia.org](http://www.ptfmalaysia.org) to educate yourself about HIV and AIDS.



United against HIV/AIDS – (Standing, L-R): Durex Malaysia & Singapore marketing manager Karin Chan,, Reckitt Benckiser Malaysia & Singapore marketing director MrAbhishek Chuckarbutty, Watsons Malaysia merchandise and space planning director Caryn Loh, Reckitt Benckiser Malaysia & Singapore general manager Hina Nagarajan, and Guardian Corporate Affairs and Events senior manager Jennifer Wong. (First row, far left) PT Foundation CEO Dirk van der Tak, together with prominent social influencers and AIESEC's representative at Durex Malaysia's World AIDS Day Celebration with #SOMEBODYLIKEME.