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Marina Mahathir, celebrities star in HIV/AIDS awareness music video

KUALA LUMPUR: An awareness campaign on the increasing rate of HIV/AIDS among young Malaysians has received a strong boost with the release of a celebrity-powered music video.

The #SomebodyLikeMe HIV/AIDS awareness campaign by Durex Malaysia, currently in its second year, features some of the biggest names in the local music industry including, Altimet, An Honest Mistake, Catherine Leong, Danny One, Diandra Arjunaidi and Narmi.

Notable HIV/AIDS advocate, Datin Paduka Marina Mahathir, who has thrown in her support for the second year running, made a special appearance in the video alongside supermodel Amber Chia. The video debuted online at www.somebodylikeme.my

The organisers encouraged fans to share the music video on social media to educate their peers and dispel prevailing misconceptions about sexually transmitted infections, including HIV/AIDS.

"According to the Ministry of Health, 3,393 Malaysians were infected with HIV in 2013. While the total number of new HIV cases has steadily declined, we are seeing an increase of HIV (cases) through sexual transmission among youths. In fact, 35% of new HIV patients were below the age of 29," said Abhishek Chuckarbutty, marketing director of Reckitt Benckiser Malaysia & Singapore in a statement announcing the launch of the music video.

In addition, Durex Malaysia has partnered with a major retailer, Watsons Malaysia. Until Dec 31, users are encouraged to share the #SomebodyLikeMe music video on their Facebook and receive a RM5 discount voucher from Watsons for Durex products for each share. Additionally, Durex and Watsons will contribute one condom for every share, to PT Foundation in support of their HIV prevention programmes.

