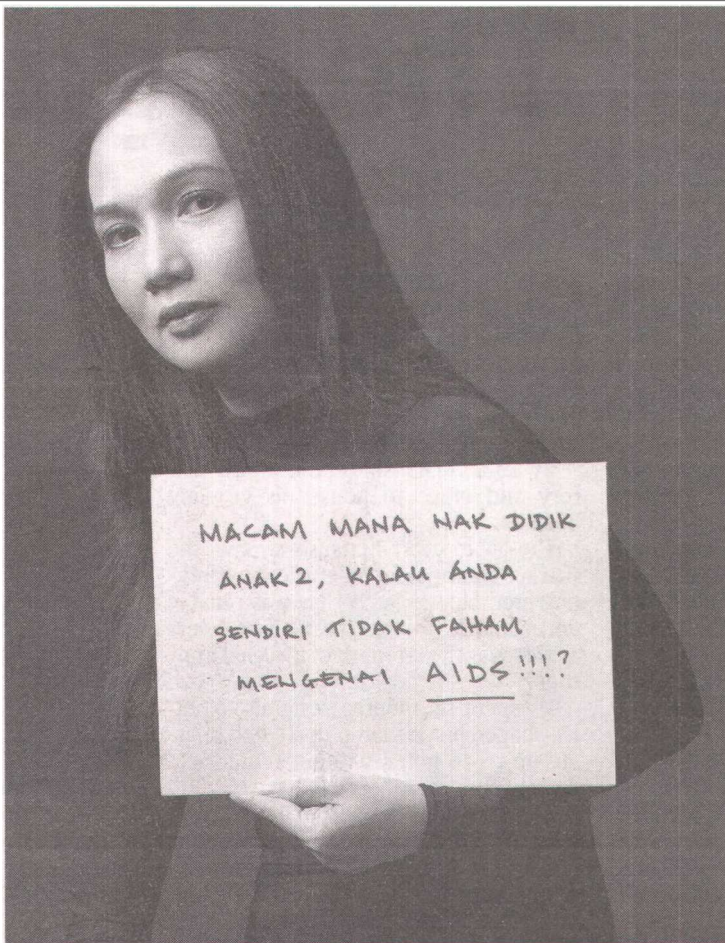


Headline **Messages on AIDS**
Date **17 Feb 2011**
MediaTitle **The Star**
Section **Metro**
Journalist **N/A**
Frequency **Daily**
Circ / Read **304,904 / 1,026,812**

Language **English**
Page No **M9**
Article Size **308 cm²**
Color **Black/white**
ADValue **5,591**
PRValue **16,774**



Lending her name: Sheila Majid is one of the celebrities featured in the AIDSaware Exhibition.

Messages on AIDS

Celebs in unique photo exhibition to raise awareness

THE Gardens Mall in Kuala Lumpur continues its role as a shopping mall with a social conscience.

It recently announced its participation in the AIDSaware Campaign, a joint project between PT Foundation (PTF) and rumz-causes, as the official venue for the AIDSaware Exhibition.

Themed "Be the Message", the campaign features a host of local celebrities and personalities as a vehicle to communicate the essence of the initiative to prevent

the spread of HIV/AIDS.

"The Gardens Mall has always been a keen supporter of charitable causes and we are happy to offer support for the AIDSaware campaign.

"We applaud PT Foundation and rumz-causes in raising awareness about this serious matter and we hope that Malaysians will play a role in supporting this project," said The Gardens Mall CEO Antony Barragry.

A total of 42 celebrities and personalities including jazz queen Datuk Sheila Majid, model Danielle Graham, comedian Harith Iskander and actor Jehan Miskin played their part in raising awareness through a unique photo

shoot.

All the images — taken by veteran photographer Simon Chin of Studio Pashe — will be showcased at The Gardens Mall concourse for a period of three weeks.

"I think The Gardens Mall's involvement in the AIDSaware initiative is a great way to be proactive about this cause. It shows a commitment to the community and how creating awareness is the first step," said TV host Sarah Lian.

An online initiative saw members of the public creating messages by taking photos of themselves, friends and family members with a written message on

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HIV/AIDS awareness and prevention.

These photos are available for viewing at www.aidsaware.ruumz.com.

"We started off with just eight personalities, and with the support of everyone involved, managed to get 42 Malaysian celebrities to lend their support to this

worthy cause," said PT Foundation spokesman Kevin Baker.

"We are grateful that everyone took time off from their hectic schedule to support this cause. We hope through them, we are able to spread the message in a way that is more relatable to the masses."

"I hope these messages will make everyone who sees the pho-

tos think about the real human issues surrounding HIV," said social advocate Datin Paduka Marina Mahathir.

Partners of the exhibition are The Gardens Mall, Studio Pashe, ABSOLUT Vodka, Kyanite.tv, Epson, MAC, A Cut Above, Creative Juice and The Under Shop. The AIDSaware Exhibition will run from Feb 24 to March 13, 2011.