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# Three more stars join anti-AIDS fight

## Najwa Latif, Hafiz Hamidun and Dee the latest additions to Red Ribbon programme

**T**HE Malaysian AIDS Council (MAC) unveiled its new lineup for the 2013/2014 cycle of the Red Ribbon Celebrity Supporter Programme in a star-studded event recently.

The "Flora Goes Red for AIDS" event was held at Flora Terrace @ Hampshire Place, a company of Flora Etceteras group of companies.

Initiated in 2009 as a HIV advocacy platform through strategic celebrity and media partnerships, the programme works to support MAC and its sister organisation, the Malaysian AIDS Foundation's HIV prevention, treatment, care and fundraising activities.

Celebrities Najwa Latif, Hafiz Hamidun and Dee were named the latest addition to the celebrity programme, making the lineup a total of 15 celebrities.

"MAC is truly blessed to have 15 of Malaysia's well-known and

influential celebrities pledging their undivided support for our Red Ribbon Celebrity Supporter Programme," said MAC president Datuk Dr Raj Karim.

She said the three newly selected celebrity supporters represented three critical areas in the HIV landscape which require immediate responses such as the increasing trend of yearly new HIV infection in young people; addressing stigma through HIV and Islam; and enhancing HIV education and support for most affected communities.

Teenage singer-songwriter Najwa Latif will front the Red Ribbon Youth Club, an initiative of MAC aimed at improving HIV knowledge and encouraging health-seeking behaviour among youth, alongside actor Aaron Aziz.

Meanwhile best-selling Islamic spiritual music vocalist and composer Hafiz Hamidun will head

the HIV and Islam programme while comedian Dee will do his part in improving community-based HIV education and support.

Speaking during the event, Prof Dr Adeeba Kamarulzaman said many people did not know they had HIV, or if they knew, were afraid of what they might lose because of it.

"These celebrities have a wide following and they will be able to reach out to those affected to seek help," she said.

The 15-strong Red Ribbon Celebrity Supporter lineup are Aaron Aziz, Anantha, Bob Yusuf, Dayang Nurfaizah, Faizal Tahir, Fahrin Ahmad, Joey G, Owen Yap, Datuk Siti Nurhaliza, Shah Shamsiri, Uthaya and Winnie K.

The Red Ribbon Celebrity Supporter dedicated website, rrcs.my, was also launched during the event through the sponsorship of MYNIC Berhad.



**Serious mission:** (From third left, front row) Dr Raj Karim, Dr Adeeba and Flora Etceteras group of companies founder Abdul Razak Ahmad with the celebrities (from left) Dayang Nurfaizah, Anantha, Najwa, Fahrin, Dee, Hafiz Hamidun, Bob and Winnie K.