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## More than just lip service from M·A·C

**TODAY** is World AIDS Day and M·A·C Cosmetics, as a brand and company, is embarking on a worldwide initiative called World AIDS Day Volunteer Initiative to celebrate the occasion. Under this initiative, the proceeds from every M·A·C Viva Glam lipstick or lipglass sold will go towards saving and improving the lives of people living with HIV and AIDS.

Today, M·A·C employees around the world will also be volunteering at local organisations that receive funding from the M·A·C AIDS Fund (MAF). This is to remind the public that everyone can make a difference in the global fight against HIV and AIDS.

Last year, a grant programme from MAF provided US\$2.5 million (RM8.46 million) to fight HIV and AIDS in South Africa. The money was raised from the sale of M·A·C Viva Glam lipsticks and lipglasses in 16 countries.

The grant was given to Unicef South Africa and Nurturing Orphans of AIDS for Humanity (NOAH) to help in testing and treating pregnant women and strengthening the community infrastructure to care for children orphaned by AIDS.

The children of South Africa have been hardest hit by the AIDS epidemic. Last year alone, some 280,000 children were living with the disease and 1.4 million have lost one or both parents. AIDS also kills approximately 25,000 young South Africans every year, yet two out of every five HIV-infected mothers do not have access to antiretroviral drugs.

"It is our responsibility as a global company to invest in integrated and sustainable HIV/AIDS initiatives and programmes," said Nancy Mahon, senior vice-president of M·A·C Cosmetics and executive director of MAF.

"This collaboration will have a significant impact on addressing the alarming and rising rates of HIV/AIDS in South Africa, working in partnership with two important local grassroots organisations that are on the frontlines and have a deep and vast understanding of the issue."

Ngashi Ngongo, Unicef chief of health in South Africa had said that the partnership between Unicef and MAF helps improve access to treatment for mothers and children.

"This initiative will help reduce the number of new HIV infections in children, keep mothers alive and reduce the number of orphans," said Ngongo.

MAF's US\$500,000 (RM1.69 million) grant to NOAH last year helped provide basic needs and services for AIDS orphans. NOAH's 107 community 'Arks' provide food, clothing and basic health, hygiene and sanitation supplies for an estimated 5,000 children.

Isabel Hancock, NOAH chief executive officer, said: "This grant provides the platform on which communities will be mobilised to create an environment where orphaned and vulnerable children are nurtured such that they grow to be participative citizens of South Africa and at the same time realise their dreams."



Fergie of Black Eyed Peas with the M·A·C Viva Glam lipglass that goes to help fight HIV and AIDS.