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Taking action!

M.A.C AIDS Fund and Fergie spearhead Global Youth Initiative for HIV prevention

Last year, M·A·C VIVA GLAM VI spokesperson Fergie announced 11 new grants from the M·A·C AIDS Fund aimed at preventing the spread of HIV among young people aged 15-24, who account for more than half of all new infections. The US\$2.5 million (RM8.75 million) M·A·C AIDS Fund's Global Youth Prevention Initiative is being funded exclusively from sales of Fergie's VIVA GLAM VI Special Edition Lipglass.

"Every 15 seconds someone between the ages of 15 and 24 is infected with HIV, and combating the spread of this disease has a lot to do with raising awareness," said Fergie. "As a musician, I'm able to reach a wider audience about issues close to my heart, and through the VIVA GLAM programme, I've been able to get this message across to youth around the world. I'm so gratified that my lipglass has raised funds to help prevent youth across the globe from contracting HIV."

The new Youth Initiative grantees will contribute to a new portfolio of programmes that reach diverse groups of at-risk youth worldwide. Many grant recipients are experimenting with novel and innovative approaches to HIV prevention, including online and sport-related methods; some are using MAF's contribution to extend already successful programs to reach a wider group of youth.

"When we introduced Fergie in February 2008, we invited applicants worldwide to submit proposals for large-scale prevention programs that focus on youth at high risk for HIV/AIDS infection," said Nancy Mahon, executive director of the M·A·C AIDS Fund. "The M·A·C AIDS Fund's Global Youth Prevention Initiative recipients are diverse and wide-ranging, but what is consistent is the immediate and concrete impact they are delivering in each of their communities."

One New York-based grantee - SafeSpace NYC, Inc.; a haven and helping hand for at-risk youth and families - is

using its new grant to expand a music-based HIV prevention programme and safe behaviour workshops and to outfit a community outreach van with informational materials, counsellors and rapid HIV tests.

Grant recipients include six other US-based organizations and four groups working in India, Africa, Canada and Mexico. They are: Albert Einstein College of Medicine in India; Grassroot Soccer in Africa; the Black Coalition for AIDS Prevention in Canada; the US Mexico Border Health Association and Border AIDS Partnership; California Prevention & Education Project (CAL-PEP); Howard Brown Health Centre (HBHC); Lesbian, Gay, Bisexual, Transgender Community Centre; Sexuality Information and Education of the United States; University of California San Francisco Foundation; and The Women's Collective.

"The M·A·C AIDS Fund's Global Youth Prevention Initiative complements our existing strategy to fund poor, underserved populations who are hardest hit by the epidemic," said John Demsey, chairman of the M·A·C AIDS Fund and Group President for Estée Lauder. "Fergie's involvement, coupled with M·A·C Cosmetics staff's passion for the cause and consumer support for our VIVA GLAM product, have allowed the M·A·C AIDS Fund to provide much needed assistance to organizations that will reach the world's youth with life-changing programs to combat HIV/AIDS."



Fergie and staff of Project Angel Food, an organisation committed to providing free prepared meals and nutrition counselling for those living with HIV/AIDS.

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One for the album ...
Nancy Mahon, Fergie and
John Demsey.



Fergie
prepares
food in the
kitchen
of Project
Angel Food
in Los
Angeles.