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The global youth prevention initiative

Young people are increasingly hard hit by the AIDS epidemic and communities, big and small, must band together to help prevent the number of victims from rising. Half of all new HIV patients in the US are those aged 25 and younger.

Youths face many choices and challenges in today's society. Their ability to educate themselves about HIV and make choices that will keep them safe from HIV infection are profoundly affected by where they live, the educational and economic resources they have, whether they use drugs and alcohol, as well as their gender and race. There is a need for programmes that effectively address these issues in a culturally appropriate context.

The M-A-C AIDS Fund is committed to helping the people on the ground face this issue, from small start-ups to larger, more established AIDS/HIV prevention, care and advocacy efforts.

With Fergie as the new M-A-C AIDS Fund VIVA GLAM spokesperson, all proceeds from the sale of the VIVA GLAM VI Limited Edition lipglass will be directed to M-A-C AIDS Fund Global Youth Prevention Initiative, which in turn will fund organisations that are addressing the AIDS crisis in young people.

By directing the funds to worthy and effective groups, M-A-C hopes to enable those in the affected areas to protect themselves and their communities against AIDS while also motivating other donors and media outlets to give their time and money to address this important issue.