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MTV staying alive initiative

MTV GLOBAL youth HIV awareness and prevention campaign and charity - **MTV Staying Alive** - and **iCondom** are urging people around the globe to join them in their fight to help prevent the transmission of HIV by downloading the free **iCondom** app and providing details of their local condom dispenser/retailer.

The information gathered will be used to create a global condom distribution map, making it easier for more people to avoid putting themselves and others at risk of contracting HIV and other sexually-transmitted diseases.

iCondom is a free iPhone app that allows users to instantly locate their nearest condom outlet at any time, wherever they are, via location-based technology.

The app provides useful information that has been uploaded by other users, such as whether the store is open 24 hours, or a dispensing machine is out of order.

MTV Networks International senior vice president and **Staying Alive Foundation** executive director **Georgia Arnold** commented: "An estimated five million of the 15- to 24-year-olds are living with HIV

and 2,500 young people are infected with HIV each day.

"We've partnered with **iCondom** with the aim to make it easier for more people around the world to source condoms and reduce the transmission of HIV and STIs.

"A percentage of money made from the app will go towards **Staying Alive Foundation** grants which are awarded to young people working to prevent HIV in their local communities."

iCondom founder **Morgane Danielou** added: "MTV can help us reach out to young people using iPhones around the globe to create a comprehensive condom distribution map. We've a large task ahead of us, but being able to provide this information will ensure that fewer and fewer people will be put at risk."

The free app is currently only available on the iPhone and can be downloaded via the **Apple App Store: iCondom App**.

Find out more about **iCondom** via www.mycondom.com. For more on **MTV Staying Alive**, which was initiated in 2004, go to www.stayingalivefoundation.org and <http://www.staying-alive.org/en/>.