

NATIONAL BLACK HIV/AIDS
AWARENESS DAY 2008 · PREVENTION IS POWER
Get **Educated.** Get **Tested.** Get **Involved.** Get **Treated.**



FEBRUARY 7, 2008
www.blackaidsday.org

NOTE: To personalize your contact with local reporters, send a name-addressed cover letter with your news release. Whenever possible, add information specific to the reporter – e.g. “Your recent story on X was excellent and made me think you would be interested in the enclosed news release.” Or “I’m sending this information to you because of your ongoing, thoughtful coverage of issues of importance to African Americans in our city.”

[Date]

[Name]

[Title]

[Address]

Dear **[name]**:

More than **[number]** citizens of **[name of your city]** have HIV/AIDS – **[number and percentage]** of those afflicted are African Americans. Nationwide, African Americans comprise 13 percent of the population, yet they account for almost half of AIDS cases. To call attention to this health crisis in the Black community, **[name of city]** will join more than 800 cities nationwide to observe **National Black HIV/AIDS Awareness Day**, February 7, 2008. **[Number]** local agencies will participate in educational events and “get tested” opportunities on February 7.

The initiative is being coordinated in **[name of city]** by **[name of coordinating organization]**. I would be happy to put you in touch with **[spokesperson, title]**, who is **[describe the person’s involvement]**. Also available are (is) **[recommend other spokespersons such as an HIV positive individual, volunteer, local leaders, etc.]**

I will contact you shortly to determine your interest in a story, or you may reach me at **[number]**. In the meantime, I have attached a news release and some background information about the local AIDS epidemic in the African American community.

Sincerely,

Name, *Title*
Organization