

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



FEBRUARY 7, 2008
www.blackaidaday.org

*Note: Localize this release by filling in the brackets/parenthesis with information about your city's HIV/AIDS rates and planned NBHAAD activities, as noted. Distribute the release by mail or fax to print, broadcast and on-line media in your area **three weeks** in advance of your events. Call the individuals the release was sent to several days later to ensure they received the information, to discuss their interest in publicizing the events and offer interviews or more information.*

**[NAME OF CITY] JOINS NATIONWIDE RESPONSE
TO AIDS CRISIS AMONG AFRICAN AMERICANS**

[City, date] – On February 7, 2008 Black American leaders and organizations of **[city]** will respond to the impact of HIV and AIDS in the city's African American communities in the seventh annual observance of **National Black HIV/AIDS Awareness Day** (NBHAAD). **[List types of events]** will be held to encourage citizens to **get educated, get tested, get treated** and **get involved** with HIV/AIDS as it continues to devastate Black communities.

"Seventy-two African Americans are infected with HIV every day," said **[local spokesperson's name]**. "African Americans make up approximately 13 percent of the population of the United States, yet almost half of the total AIDS cases reported in this country is among members of the Black community. In 2007, HIV/AIDS is one of the top ten leading causes of death for African Americans. In **[city]**, **[X]** percent of people diagnosed with HIV/AIDS are Black."

[City] is one of more than 800 cities across the U.S. that will sponsor programs on February 7, 2008 to call attention to the problem and seek solutions to halt the epidemic. Initiatives planned in recognition of NBHAAD in **[city]** include:

- **[list, including time and location of events]**

National Black HIV/AIDS Awareness Day is directed, planned and strategically overseen by eight national organizations, including the Centers for Disease Control and Prevention. These groups work in partnership with organizations and planners all across the United States to ensure that activities and events planned are successful and have the support they need. These bodies are committed to halting the spread of HIV/AIDS in the African American community.

For more information about **National Black HIV/AIDS Awareness Day** call **[local phone number people can call for more information about local NBHAAD events]** or visit www.blackaidsday.org.

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