

NEWS RELEASE

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CELEBRITIES SUPPORT NATIONAL BLACK HIV/AIDS AWARENESS DAY Public Service Messages Available to Media Outlets

Several community leaders and celebrities have come forth to volunteer their efforts on behalf of **National Black HIV/AIDS Awareness Day (NBHAAD)**. Television and radio public service announcements from several have been produced and are being distributed to media outlets. A print campaign featuring the spokespersons is being developed and distributed to community based organizations nationwide via the Internet.

To date, celebrities and those with a significant presence in Black America lend their name to this national mobilization campaign, including: Soldier and Statesman **Colin Powell**; Recording Artist **Pattie LaBelle**; Actress **Angela Bassett**; U.S. Congressman **Elijah E. Cummings**; Indianapolis Colts Head Coach **Tony Dungy**; U.S. Congressman **Kendrick P. Meek**; Actress, Singer and Activist **Sheryl Lee Ralph**; and U.S. Congresswoman **Maxine Waters**, to name a few.

"We have a responsibility to mobilize African Americans in all social and economic classes to turn this epidemic around in our community, we remain grateful to this diverse group who lend us their support," said LaMont Evans, *Chief Executive Officer* of **Healthy Black Communities, Inc. (Atlanta, Georgia)**, one of the lead organizations for NBHAAD.

"Their participation will lend an element to the mobilization effort that captures the attention of the many segments of Black communities. Decisions are made by those who show up, and these individuals grasp the devastating effect this epidemic continues to have on Black communities and are showing up."

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National Black HIV/AIDS Awareness Day is a major national mobilization effort designed to encourage African Americans across the United States and Territorial Areas to **get educated, get tested, get involved and get treated**, as HIV/AIDS continues to devastate Black communities. The campaign has also reached into international ground with Ghana, Nigeria and India signing up to participate in 2008.

For more information on **National Black HIV/AIDS Awareness Day 2008**, visit the website at www.blackaidsday.org.

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