



*Note: Localize this calendar listing and send it to print media in your area two to three weeks in advance of your events. Be sure to **follow up** with reporters responsible for the listing to ensure they received the information and to pitch your event for coverage.*

CALENDAR ALERT

For Immediate Release: <insert date here>
NAME OF ORGANIZATION/GROUP/COMPANY
Media Contact: <insert name here>
T: XXX.XXX.XXXX ▪ F: XXX.XXX.XXXX

[NAME OF CITY] JOINS NATIONAL INITIATIVE TO FIGHT HIV/AIDS IN BLACK AMERICA

WHAT: On February 7, 2010, Black leaders and organizations of **[city]** will come together in unity to respond to the crisis of HIV and AIDS in the city's Black communities, and to officially observe **National Black HIV/AIDS Awareness Day** (NBHAAD).

Local HIV/AIDS outreach organizations will conduct programs in their communities including **[list types of scheduled activities]**.

Nationwide, more than 1,400 organizations in more than 500 cities will participate in the tenth annual observance of **National Black HIV/AIDS Awareness Day**.

NBHAAD is a nationwide HIV testing and treatment community mobilization initiative designed to encourage Blacks across the United States to get educated, get tested, get involved and get treated around HIV/AIDS, as it continues to devastate Black communities.

To locate NBHAAD events in your area, log on to www.blackaidsday.org

WHO: **[List local organizations participating in NBHAAD]**

WHEN: February 7, 2010
[list times for events]

WHERE: **[list event locations]**

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