



MEDIA ADVISORY

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NATIONAL BLACK HIV/AIDS AWARENESS DAY IS FEBRUARY 7TH, 2010

Mark your calendars and set the date! February 7, 2010 is **National Black HIV/AIDS Awareness Day (NBHAAD)**, a national HIV testing and treatment community mobilization initiative designed to encourage Blacks across the United States and Territorial Areas to ***get educated, get tested, get involved, and get treated*** around HIV/AIDS, as it continues to devastate Black communities.

In 2006, both Black men and women had the highest HIV death rates per 100,000, ages 25-34 and 35-44. Also, HIV was the **fourth** leading cause of death for Black men and **third** leading cause of death for Black women, ages 25-44. Unfortunately, many of those who are infected with HIV are unaware of their status and may unknowingly transmit the virus to others. It's time to mobilize and talk about this devastating disease so we can make a difference... and there's no better time than February 7th! On this commemorative day, Blacks are encouraged to *get educated, get tested, get involved, and get treated* around HIV/AIDS. Special events such as press conferences, town hall meetings, church services, community marches and rallies, candlelight vigils, and free HIV testing will be held throughout the nation.

"It is time for our people, from all levels and walks of life to fix our eyes on the horizon and carry forth the gift of freedom by raising awareness and visibility of HIV/AIDS in Black communities; locally, regionally, nationally and internationally." says **LaMont "Montee" Evans**, of Healthy Black Communities, Inc, lead organization and a member of the NBHAAD Strategic Leadership Council.

While Blacks represent approximately 13% of the U.S. population, the Centers for Disease Control and Prevention reports that the group accounts for 49% of the nation's AIDS cases.

In its tenth year, NBHAAD organizers remain focused on those 18 cities where Black communities are disproportionately impacted and the epidemic is not slowing. These cities include **Atlanta, Baltimore, Chicago, Cleveland, Dallas, Detroit, Houston, Los Angeles, Miami, New Orleans, Newark, New York, Oakland, Philadelphia, Raleigh-Durham, San Francisco, Trenton and Washington, D.C.**

Several Black celebrities and community leaders have served as the face and voice of this huge effort while encouraging thousands of Black communities to mobilize and do something that will be long-lasting in the fight against HIV/AIDS. Past spokespersons include: **Congressman Elijah E. Cummings; Tony Dungy; Idris Elba; Kimberly Elise; Lance Gross; Hill Harper; Taraji P. Henson; Tom Joyner; Congresswoman Barbara Lee; Bishop Eddie Long; Ludacris; Master P; Tangi Miller; Patrik-Ian Polk; General Colin Powell; Sheryl Lee Ralph; Gloria Reuben; Romeo; Rev. Edwin Sanders; Tavis Smiley;** and **Congresswoman Maxine Waters.**

Currently, NBHAAD is directed, planned and organized by a group known as the **Strategic Leadership Council** who partners with the Centers for Disease Control and Prevention to mobilize communities and address specific issues in regards to local epidemics.

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

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