



For Immediate Release

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VAC/GMHC extends thanks to World AIDS Day supporters

With World AIDS Day over for another year, staff and the Victorian AIDS Council/Gay Men's Health Centre (VAC/GMHC) Board would like to extend their sincerest thanks to all those who participated in the 2010 campaign.

Sian Syddall, Fundraising & Communications Coordinator for VAC/GMHC said: "We were thrilled that World AIDS Day was such a success this year. We observed an increase in funds raised on the day, and thousands of people joined us to demonstrate their support for people affected by HIV and in commemoration of the lives lost since the epidemic began, by wearing the red ribbons we handed out."

"In particular, we would like to thank our fantastic volunteers, everyone who donated so generously, and our corporate/community supporters - ViiV Healthcare, Oz Showbiz Cares/Equity Fights AIDS, JOY 94.9, Yarra Trams, Southern Star, Federation Square, Love Machine, L'Oréal, The Arts Centre, and Frat House."

VAC/GMHC representatives staffed locations across the CBD and metro train stations on December 1, to distribute red ribbons and HIV fact cards, thanks to corporate sponsor, ViiV Healthcare. Over 25,000 ribbons were handed out, and thousands of dollars in funds were raised.

Meanwhile, JOY 94.9 assisted throughout November and on World AIDS Day itself by airing a series of interviews, promo's and pre-recorded stories, to help generate awareness amongst listeners; Yarra Trams showed their support by displaying posters on nearly all metropolitan tram routes between 21 November and 4 December'; and Southern Star provided in-kind advertising.

VAC/GMHC's long-term supporter Oz Showbiz Cares/Equity Fights AIDS collected at a number of theatres throughout AIDS Awareness Week and beyond; Federation Square broadcast a World AIDS Day advert on their big screens; The Arts Centre spier was lit up in red from 24 November – 1 December; and Love Machine, L'Oréal and Frat House all undertook fundraising in support of VAC/GMHC.

Funds raised by VAC/GMHC for World AIDS Day will be put to excellent use, helping to provide practical and emotional support for Victorians living with HIV, many of whom possess a range of complex health and social needs. For more information about VAC/GMHC's work please visit www.vicaids.asn.au.

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