



WORLD AIDS DAY MEDIA ADVISORY

PHILADELPHIA ORGANIZATIONS AND PERFORMING ARTISTS MARK WORLD AIDS DAY

WHAT: Philadelphia World AIDS Day Event

WHERE: Broad Street Ministry, 315 S. Broad St.

WHEN: Tuesday, December 1, 2009, 5:30 – 7:30 pm
6:00 – BEST Photo Opportunity with artists' performances, community groups

DETAILS: For World AIDS Day on December 1, 2009, over twenty local organizations have banded together to create a community event that both remembers the lives lost to this disease, as well as celebrates the lives of those living with HIV and AIDS.

The Philadelphia World AIDS Day event will combine artistic performances, visual art displays, commemorative ceremonies, and FREE HIV counseling and rapid tests. Rapid HIV tests provide a result in 20 minutes. Information about HIV and AIDS services in the Philadelphia region will also be available. Rev. Bill Golderer, the convening minister of Broad Street Ministry, stresses that while the venue is indeed a church hall, this event is strictly a secular one. Also included in the evening is a FREE pasta dinner for all guests.

Performances by the **Philadelphia Gay Men's Chorus; Smoke, Lilies and Jade;** and others will be highlights of the evening.

One of the highlights of the event is performance by Smoke, Lilies and Jade Arts Initiative (SLJ), a socially conscious dance theater production company. Artistic Director Zane Booker conceived SLJ in 2004 after being compelled to create a work which directly related to the unexplored pain the African-American Lesbian, Gay, Bisexual, and Transgender (LGBT) community has suffered as a result of the devastating loss caused by HIV/AIDS. SLJ is designed to stimulate the imagination and creativity and nurture the values of cultural diversity.

The World Health Organization and the United Nations General Assembly first declared World AIDS Day in 1988 as a way to focus global attention on the devastating impact of HIV/AIDS on the entire world. Since then it has become one of the most visible events for raising awareness of the AIDS crisis worldwide. Once known as A Day Without Art, due to the heavy toll AIDS had taken on the arts community, AIDS no longer recognizes "boundaries," instead reaching across all occupations, nations, all races and genders; indeed, every part of the globe.

An estimated 33 million people are living with HIV worldwide. There were 2.7 million new HIV infections and 2 million AIDS-related deaths in 2007. In the U.S., someone becomes infected with HIV every 9½

– more –

minutes. One out of five people infected with the virus in the U.S. are unaware of their HIV status. An estimated 30,000 people in the Philadelphia region are currently living with HIV. **There is *still* no cure for HIV/AIDS.**

VISUALS: Dance and choral performances, along with rapid HIV tests and community information about HIV/AIDS.

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