



Press Release
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Premier Global Companies, U.S. Government Launch Unprecedented Partnership for an HIV-Free Generation

*The U.S. President's Emergency Plan for AIDS Relief Announces Public-Private Partnership for
Global HIV Prevention for Youth*

Nairobi, Kenya – In a new partnership coordinated by the U.S. Government through the U.S. President's Emergency Plan for AIDS Relief (PEPFAR), leaders from the private sector are joining forces with the public sector and non-governmental organizations to revolutionize HIV prevention for youth through the Partnership for an HIV-Free Generation (HIV-Free Generation).

“A key challenge in the fight against global AIDS is the ongoing need for innovation in HIV prevention. Over 7,000 people a day are newly infected with HIV worldwide,” said Ambassador Mark Dybul, U.S. Global AIDS Coordinator. “The Partnership for an HIV-Free Generation brings together an unprecedented coalition to address HIV prevention for youth. Initially in Kenya, this alliance combines PEPFAR's technical and programmatic capacity with the expertise of the private sector in messaging, branding, new technologies, and real-time market research to promote and maintain behavior change.”

PEPFAR has engaged with the following industry leaders from the private sector and well-established non-governmental organizations to comprehensively address youth prevention:

Accenture, The Africa Media Broadcast Partnerships Against HIV/AIDS/ Global Media AIDS Initiative, APCO Worldwide, The Coca-Cola Africa Foundation, The Draper Richards Foundation, Girl Scouts of the USA, Grassroot Soccer, The Global Business Coalition, Hasbro, Intel, Junior Achievement, AmericaShare/Micato Safaris, Microsoft, Mitchell Silberberg & Knupp LLP, The MTV Staying Alive Foundation, Nike Foundation, Rotarians for Fighting AIDS, TechnoServe, and Warner Bros. Advanced Media Services Inc.

Youth are particularly vulnerable to HIV infection because they lack information, education, and skills; generally have a low perception of risk; and lack access to, and utilization of, health care services. Young women and girls are extremely vulnerable to infection due to biological and social vulnerabilities, such as having older partners, the inability to negotiate condom use, sexual violence, and other psychosocial and cultural factors.

HIV-Free Generation will combine current evidence-based HIV prevention approaches with the private sector's 21st century capabilities to promote and maintain healthy behaviors among 10-24 year old youth. Through pioneering approaches to promote healthy living, positive behavior change, gender equality, and links with economic skills and opportunities, the Partnership will equip young people to take control of their lives and their futures. It will take HIV prevention to the next level by:

- Combining current evidence-based prevention approaches with the private sector's unique ability to develop and deliver effective messages that promote and maintain healthy behaviors among 10-24 year old youth;
- Measuring impact using a business approach that employs cutting-edge technology to collect real-time monitoring and evaluation research; and
- Rapidly developing and disseminating best practices to continuously inform messages and methods for behavior change.

“Warner Bros. is a proud and committed partner in this important alliance,” said Barry Meyer, Chairman and CEO, Warner Bros. Entertainment. “We have enlisted our greatest resource: the talent, experience and innovative creativity of our employees to help the coalition achieve its ultimate goal of stopping this global epidemic.”

The Partnership for an HIV-Free Generation will initially target Nairobi, Kenya as the pilot location to develop best practices with a goal of reducing new HIV infections among youth aged 10-24 in Nairobi by 50 percent over a five-year period. Proven interventions will be spread globally to reach youth in both urban and rural areas.

“APCO firmly believes in the power of public-private partnerships to conquer daunting global health challenges,” said Margery Kraus, President and CEO of APCO Worldwide, a global strategic communications and public affairs firm headquartered in Washington, D.C. “The Partnership for an HIV-Free Generation is an exciting new initiative in HIV prevention, and we are proud to offer our support.”

William Asiko, President of The Coca-Cola Africa Foundation, states, “We are very happy to be part of this unique partnership between the governments, NGO's and global corporations in bringing about innovative prevention and awareness solutions to the fight against HIV/AIDS. What makes this partnership valuable is its pragmatic demonstration of the power of collective action against a common social challenge. I'm very optimistic that the unique contribution of each partner in this collective fight will yield the necessary positive changes in the behaviors and attitudes of Africa's young people, helping the continent to sustainably harness and direct this dynamic group's talent towards the continent's long-term socio-economic development.”

“Girls are a critical part of the HIV/AIDS response. Today, two-thirds of all new infections among 15-to-24 year-olds are girls and in many countries their infection rates are two-to-eight times higher than they are for boys,” said Maria Eitel, President of the Nike Foundation. “We're excited to contribute our expertise in designing girl-focused programs to ensure an HIV-Free Generation. By focusing specifically on girls' health, safety and economic empowerment, we have the power to reverse these trends and unleash the girl effect – a positive HIV-free future for them, their families and communities.”

The Partnership for an HIV-Free Generation will be formally launched in Nairobi, Kenya on December 5, 2008. The Corporate Launch will be an exclusive event attended by senior United States and Kenya Government officials, HIV-Free Generation private sector partners, multilateral and bilateral donors, PEPFAR implementing partners, Kenyan youth, business leaders, and the media. The launch event will be held at the AmericaShare/Micato Safaris youth center in

Mukurukwa Njenga, one of Nairobi's informal residential settlements. AmericaShare/Micato Safaris is one of HIV-Free Generation's launch partners.

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For more information on the Partnership for an HIV-Free Generation, please visit www.hivfreegeneration.org.

