



Press Release: Does HIV Look Like Me? Launches South Africa and Swaziland Campaigns With New Website

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Portland, OR – December 29, 2008 - Hope's Voice International is excited to announce that we have launched the Does HIV Look Like Me? South Africa and Swaziland campaigns with a brand new website!

"Hope's Voice International is honored to provide the platform that these incredible individuals deserve and launch the personal and powerful campaigns with the ambassadors and partners in each of the countries," says Todd Murray, Executive Director.

The website allows viewers to:

- Join the Does HIV Look Like Me? community.
- Register for the monthly Hope Report.
- View the ambassador's videos and print campaign images.
- Email the ambassadors.
- Share their perspective on issues surrounding HIV and AIDS.
- Purchase campaign materials.
- Learn of campaign events around the world.
- Press and broadcasters can order the campaign materials.
- Receive information on the Does HIV Look Like Me? tool kit for health care providers.
- Learn about our endorsements and partnerships.

The campaign website introduces the world to over 100 ambassadors that are making changes in their community and country!

Visit the new international website at www.doeshivlooklikeme.org.

About Hope's Voice International

Hope's Voice International, founded in 2004, trains and represents young adults living with HIV or AIDS. The speakers in the United States travel to high schools, colleges and universities sharing their stories and creating open dialogue. Each speaker shares the message that HIV and AIDS does not discriminate. In four short years the agency has reached hundreds of schools and over half-a-million young people. Hope's Voice International is the leader in HIV and AIDS education in the United States. Hope's Voice International has produced and launched Does HIV Look Like Me? campaigns in Mexico, South Africa, Swaziland and the United States. Hope's Voice International has been featured in Newsweek, USA Today, MTV, BET, POZ and was named a Hero by People Magazine.

About the Does HIV Look Like Me? Campaign

The Does HIV Look Like Me? campaign, produced by Hope's Voice International has been produced in Mexico, South Africa, Swaziland the United States. The campaign ambassadors, young people living with HIV or AIDS (YPLHIV/A) are between the ages of 15 and 29, are human rights leaders standing up to flight misconception, stigma and inequality with their faces, voices and individual stories.

The Does HIV Look Like Me? campaign production in each country includes a two day leadership training, video interviews with ambassadors, production of a high impact print campaign, ambassador registration in the Does HIV Look Like Me? online community, and partner representation on the international Does HIV Look Like Me? website. The campaign is produced with a diverse group of local YPLHIV/A, who are identified and recruited by local partners.