

HIV/AIDS campaign from MTV, Body Shop

LONDON: MTV Networks International (MTVNI) and The Body Shop have launched what is claimed to be the biggest ever multimedia partnership between a global broadcaster and retailer for HIV and AIDS prevention. The campaign, Spray to Change Attitudes, will span 44 countries and reach millions of under-25 year olds, with proceeds to benefit The Staying Alive Foundation.

The Foundation is MTVNI's global grant making and advocacy organisation that promotes and supports young people who are protecting themselves and their communities against HIV and AIDS.

To launch this initiative, The Body Shop and MTVNI have developed a limited edition co-branded fragrance, Rougeberry Eau de Toilette, which will be sold worldwide in The Body Shop stores starting Monday, 29 January 2007, through Friday, 30 March.

Proceeds from the sale of every Rougeberry bottle will go to The Staying Alive Foundation. This equates to approximately USD\$8.70/€6.70/£4.50 for every bottle of Rougeberry sold and represents the Foundation's largest fundraising collaboration to date.

"Business has a vital role to play in fighting HIV and AIDS," comments Bill Roedy, vice chairman of MTV Networks and chairman of the board of The Staying Alive Foundation.

"Much more work is needed to significantly reduce rising HIV infection rates. The Spray to Change Attitudes is a powerful example of how companies can collaborate creatively and effectively. By partnering with The Body Shop, we are able to communicate lifesaving HIV prevention messages in retail shops alongside MTV's global TV and digital media properties. At the same time, we can extend the vital work of The Staying Alive Foundation to directly support the HIV prevention work of young people in their communities."

The Body Shop Founder, Dame Anita Roddick, adds, "None of us can afford to ignore the fact that nearly half of the five million people newly affected with HIV last year were between 15 and 24. The Spray to Change Attitudes campaign will target the very age group we need to reach to tackle this epidemic head on... together The Body Shop and MTV have created this incredible opportunity for many more young people to engage and educate their peers on the impact of HIV and AIDS."

As part of The Spray to Change Attitudes campaign, MTVNI and The Body Shop have jointly created adverts to be shown on MTV channels worldwide reaching a potential audience of 1.4 billion people, along with MTV and Staying Alive's digital media services.

In addition, the two companies have created promotional materials, such as in-store displays and leaflets, which will feature

in The Body Shop's 2067 retail stores in 44 countries where the Rougeberry fragrance will be sold.

Local MTV channels including African music channel MTV base (DStv Channel 88) and The Body Shop retail stores will host events around the world throughout January and February to support the campaign, along with additional multimedia promotions, including on-air and online news pieces, competitions, youth discussions and celebrity spokespeople.

More information on the Spray to Change Attitudes campaign can be found at www.spraytochangeattitudes.com.

The Staying Alive Foundation is a registered public charity focused on young individuals who are committed to saving lives among their peer groups and communities. The funds generated by The Spray to Change Attitudes campaign will benefit the Foundation's grants - The Staying Alive Awards, which are made to support young people who are engaged in grassroots HIV and AIDS prevention efforts. In January 2007, the Foundation issued its second series of grants benefiting 18 young people from Africa, Asia, Eastern Europe and Latin America.

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