



RED RIBBON YOUTH CLUB CELEBRATES WORLD AIDS DAY 2012

KUALA LUMPUR, 1 DECEMBER 2012 – The Malaysian AIDS Council (MAC) joined hands with the University of Malaya Medical Society (UMMed Soc) to launch the Red Ribbon Youth Club in commemoration of this year’s World AIDS Day at the Berjaya Times Square here today. Officiated by the YBhg Dr Chong Chee Kheong, Director of Disease Control Division of the Ministry of Health Malaysia, the two-day ‘Red Ribbon Youth Club Celebrates World AIDS Day 2012’ event aimed to increase public awareness and raise funds for HIV organisations in Malaysia. It was supported by Berjaya Times Square Kuala Lumpur as the official partner, the Embassy of the United States of America, PT Foundation, Malaysian Rubber Export Promotional Council, Reckitt Benckiser Malaysia and Singapore, Amber Chia Academy, Prosun Vision, Bar B Q, Plaza, Krispy Kreme, Pfizer, Clora Studio and Perodua.

Recognising the increasing trend of sexual transmission of HIV, MAC called for active engagement with the youth. Speaking on behalf of MAC President Datuk Dr Raj Karim, Honorary Secretary Mr Hisham Hussein explained, “Though Malaysia has a concentrated HIV epidemic, we must stay ahead to educate our young, particularly at this critical juncture where sexual transmission is consistently overtaking unsafe drug practices as the leading cause of HIV. In view of this, we feel that it is timely for us to develop an integrated approach to sexual and reproductive health education and services. Our Red Ribbon Youth Club may well be the perfect platform to achieve this goal.”

The sentiment was echoed by UMMed Soc representative, Professor Datin Hamimah Haji Hassan, Deputy Dean of Undergraduate & Diploma Studies, Faculty of Medicine, University of Malaya, who described the event as the perfect opportunity for students to be involved with HIV & AIDS awareness activities. “The medical students of University

PRESS RELEASE
FOR IMMEDIATE DISTRIBUTION



of Malaya have recruited volunteers from medical faculties all around Malaysia and also students from the University of Malaya itself to help out with free hugs and flash mob. Aaron Aziz, MAC Red Ribbon Celebrity Supporter took pride in his role as Lead Man of the Red Ribbon Youth Club. He seized the opportunity to reach out to young people in the crowd with a message on protecting their health from HIV. “Many youths might not be aware that one of four new HIV cases in Malaysia every year is reported in young people below 30 years old. So if you think HIV does not concern you, think again. All young people must know how to protect themselves from HIV, and it simply start by being responsible to one’s health.”

Aaron was also joined by fellow celebrity, Harith Iskander, who was there to take part in *Raise Up 4 AIDS*, a fundraising drive by Reckitt Benckiser.

The Reckitt Benckiser fundraiser was aligned with the company’s corporate social responsibility campaign to encourage the public to contribute resources for an effective HIV response. “It is evident that HIV is a topic we cannot afford to neglect. Only with collaborative effort, we are able to ensure that the response to HIV does not lose momentum. I call upon all Malaysians to rise to the occasion. It is decision time,” remarked Nikhilesh Kalra, Strategic Commercial Director of Reckitt Benckiser Malaysia and Singapore.

Meanwhile, The Malaysian Rubber Export Promotion Council (MREPC), an organisation with economic objectives to promote quality Malaysian rubber products, described their contribution to this year’s World AIDS Day celebration as part of its good social responsibility initiative.

[END]

PRESS RELEASE
FOR IMMEDIATE DISTRIBUTION



About Malaysian AIDS Council

The Malaysian AIDS Council (MAC) was established in 1992 to serve as an umbrella organisation to support and coordinate the efforts of non-governmental and other organisations working on HIV & AIDS issues in Malaysia. MAC works in partnership with government agencies, the private sector and international organisations to ensure a committed and effective response to HIV/AIDS issues in Malaysia.

About PT Foundation

PT Foundation is a partner organisation of Malaysian AIDS Council. Previously known as the Pink Triangle Sdn Bhd, it is a community-based, voluntary non-profit making organisation providing HIV and AIDS education, prevention, care and support programmes, sexuality awareness and empowerment programmes for vulnerable communities in Malaysia. PT Foundation works with five vulnerable communities, i.e. drug users, sex workers, transsexuals, men who have sex with men (MSM), and people living with HIV (PLHIV).

**FOR FURTHER INQUIRY, KINDLY CONTACT THE MEDIA & COMMUNICATION DEPARTMENT,
MALAYSIAN AIDS COUNCIL**

Meera Abi | +6016-4146400 | meera@mac.org.my
Azahemy Abdullah | +6016-6464874 | azahemy@mac.org.my