



RED RIBBON MEDIA AWARDS RECOGNISE EXCELLENCE IN HIV/AIDS JOURNALISM

Petaling Jaya, 20 April – Media practitioners in Malaysia will be celebrated in style at the prestigious Red Ribbon Media Awards 2012 on 12 May 2012 at the Putrajaya International Convention Centre. Presented by the Malaysian AIDS Council (MAC), the Red Ribbon Media Awards recognise excellence in journalistic and creative response to the HIV/AIDS epidemic by members of the press as well as the performing and visual arts in Malaysia.

The Awards made its debut in 1996 as an initiative of the Malaysian AIDS Foundation (MAF), MAC's fundraising arm, to honour the vital role played by the Media in HIV/AIDS awareness and education. They are making a return this year after a four-year hiatus as part of MAC's celebration of its successful partnership with the various Media agencies and practitioners around the country.

“Twenty five years into the HIV/AIDS epidemic in Malaysia, it pains me to see that stigma remains the single biggest threat to people living with HIV. The Awards are a rallying call to our media partners to spread the truth about HIV and to ultimately put an end to stigma,” said Tan Sri Mohd Zaman Khan, President of MAC, at a media conference to introduce the new lineup of MAC's Red Ribbon Celebrity Supporters and to announce the Red Ribbon Media Awards, at ECOBA Restaurant & Bar here.

Outstanding work by the Media will be recognised in three categories, namely Print Media, Broadcast Media and Non-Traditional Media (digital media, internet, and performing arts). Winner of each category will be determined by a panel of esteemed judges based on a set of criteria, such as the ability to convey clear and accurate information on HIV/AIDS and to constructively address or challenge HIV/AIDS-related stigma, considered use of sensitive, appropriate and inclusive language, as well as originality and creativity in execution. A specially designed trophy, cash prize worth RM 5,000 and a certificate of excellence await each winner.

Coinciding with MAC's twentieth anniversary, the Red Ribbon Media Awards 2012 are poised to be one glitzy affair that will be graced by honorary guests, media practitioners, Red Ribbon Celebrity Supporters, and staff members of MAC, MAF and their Partners Organisations. Putrajaya International Convention Centre is the proud venue sponsor of the event, with the support of Kuzie Catering, ECOBA Restaurant & Bar and Hard Rock Hotel Penang.

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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 organisations (NGOs) working on HIV/AIDS issues in Malaysia. MAC works in close partnership with government agencies, the private sector and international organisations, to ensure a committed and effective NGO-led response to the HIV/AIDS epidemic. In addition to providing nationwide coverage of HIV prevention, treatment, care and support services, MAC and its Partner Organisations serve as the common voice for communities most affected by HIV/AIDS in the country. Learn more at www.mac.org.my.

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