



## **The Red Ribbon Celebrity Supporter Programme 2012 Fourteen Celebrities Unite Against HIV/AIDS**

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**Petaling Jaya, 20 April, 2012** - The Malaysian AIDS Council (MAC) officially unveiled its latest lineup of the Red Ribbon Celebrity Supporter (RRCS) Programme for 2012. The launch was officiated today by Tan Sri Mohd Zaman Khan, President of MAC at ECOBA Restaurant & Bar, the official venue sponsor for this event.

Conceived in 2009 with twelve founding members comprising well-known entertainment and media personalities, the RRCS programme has, over the years, enabled MAC to influence public opinion about HIV and AIDS, and to impart correct knowledge about HIV and its prevention through the mediums of popular culture.

Members of the current RRCS are Datuk Siti Nurhaliza, Datin Paduka Umie Aida, Faizal Tahir, Fahrin Ahmad, Dayang Nurfaizah, Owen Yap, Shah Shamshiri, Zainal Alam Kadir, Winnie K, Joey G, Aanantha and Uthaya. Each of them is entrusted with a portfolio of representation that appeals to their respective fan base.

The RRCS recently welcomed the addition of two new stars. Bob Yusof, an accomplished singer whose talent was discovered through a popular reality TV show joined the RRCS lineup in December 2011 by assuming the role of spokesperson for HIV education programme.

“I have always been a fervent supporter of the HIV and AIDS cause, even in my own personal capacity, because I believe people living with HIV deserve to be treated with dignity and respect. I hope through my small contribution I will be able to make a difference,” said Bob Yusof.

Top leading man, Aaron Aziz too joined the RRCS earlier this year. Capitalising on his unyielding influence among the young that make up the majority of his fan base, the recently minted Most Popular Artiste Award winner at the Anugerah Bintang Popular Berita Harian 2011/2012 was made the spokesperson for the HIV and Youth portfolio that aims to increase awareness of HIV and AIDS among the youths of Malaysia.

“I would like to thank the Malaysian AIDS Council for giving me the opportunity to give back to society. It is indeed a humble way for me to show my gratitude to my Malaysian fans, who have been supportive of me in every imaginable way. I genuinely believe that it is timely that we address the HIV epidemic head on. I want to tell our youths that they should be concerned about HIV and AIDS, and that they must know how to protect themselves and be responsible for their own health” quipped Aaron Aziz.

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Speaking to members of the press, Tan Sri Mohd Zaman Khan said, "In spite of the advancements made in the HIV/AIDS response, stigma and discrimination continue to marginalise people living with and communities most affected by HIV and push them further underground. I hope this alliance between the Malaysian AIDS Council and Red Ribbon Celebrity Supporters will effectively address this situation and take us one step closer to *Zero new HIV infections, Zero discrimination, and Zero AIDS-related deaths.*"

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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](http://www.mac.org.my).

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