

UNAIDS Regional Goodwill Ambassador for Asia and the Pacific, JYJ



“JYJ,” a three-member Korean pop (K-pop) band from the Republic of Korea, were named UNAIDS Regional Goodwill Ambassador for Asia and the Pacific on 26 August 2011.

Formed in 2010, JYJ is made up of three former members of the K-Pop “super-group” TVXQ who had huge popularity and following in the Asian region from 2004 to 2009.

Band-members Jae joong , Yoochun and Jun su – JYJ- have a large following among young people in the Republic of Korea, across Asia and beyond. On Twitter alone, the three have a combined 1.43 million followers and their most recent album, ‘The beginning worldwide’ has been widely acclaimed across the entire Asian region and North America.

Previously, JYJ (also known as Junsu/Jejung/Yuchun in Japan) have been involved in a number of charitable activities and have made major donations to relief operations in disaster-struck areas of Japan and for child health campaigns.

As UNAIDS Regional Goodwill Ambassadors, JYJ are committed to speaking out on HIV to encourage increased HIV awareness and to help eliminate AIDS-related stigma and discrimination, particularly among young people.

Underlining their commitment to advocating AIDS issues, JYJ also accepted the role of ‘official Ambassador’ for the 10th International Congress on AIDS in Asia and the Pacific (ICAAP10), which took place in Korea from 26-30 August 2011.

At the same time, kicking off their UNAIDS Ambassadorship role JYJ and UNAIDS launched a social media campaign called “LoveAlways”, inspired by JYJ hit song lyrics. The campaign encouraged fans to download a specially designed Twibbon heart icon to their Twitter profile, and to tweet messages to break down HIV-related stigma and discrimination such as: “Be the one—stop HIV discrimination with JYJ and UNAIDS. Show you LoveAlways.”

In the six days of the campaign, more than 32 500 fans showed their support via the Twibbon application; followers of the UNAIDS Twitter account nearly doubled.

In their ongoing Goodwill Ambassador role, JYJ will take part in events and public appearances to raise awareness around HIV and join the effort to end AIDS-related stigma and discrimination. They will continue to highlight AIDS issues through their social media networks.

