

## PRESS RELEASE

### **UNAIDS and Xinhua announce a new global media campaign on HIV**

**GENEVA, 15 September 2011**—The Joint United Nations Programme on HIV/AIDS (UNAIDS) and Xinhua, China's all-media news group, announced Thursday a plan to launch a media campaign globally on World AIDS Day 2011.

This cooperation is part of the two institutions' new strategic partnership, which aims to raise public awareness of the HIV epidemic.

Li Congjun, the President of Xinhua News Agency and Michel Sidibé, Executive Director of UNAIDS participated in a signing ceremony of a Memorandum of Understanding (MOU) of Strategic Cooperation between Xinhua and UNAIDS.

Mr. Li signed the MOU during a visit to UNAIDS' headquarters in Geneva, while Mr. Sidibé joined in the ceremony through a video conference from Washington DC.

Both organizations will leverage their expertise to reach universal access goals towards HIV prevention, treatment, care and support. UNAIDS will provide its knowledge concerning the epidemic in China and worldwide, while Xinhua will mobilize its all-media service around the world to promote HIV issues and call for support from countries, civil society, businesses and other key players in the AIDS movement.

Xinhua is China's most influential news institution with over 30 domestic branches and 150 branches outside of China.

Mr. Li, who is in Geneva as part of an European working tour said, "The MOU lays a solid foundation for Xinhua and UNAIDS' long term cooperation. The World AIDS Day 2011 news campaign is a great starting point for this strategic partnership."

Mr. Sidibé said, "I welcome this new partnership with Xinhua which combines the power of Xinhua's extensive global media presence with UNAIDS' in-depth knowledge of the AIDS epidemic worldwide to promote a revitalized AIDS movement. Together we can reach Zero new HIV infections, Zero discrimination and Zero AIDS-related deaths."

UNAIDS' vision of "Getting to Zero" has been chosen as the main theme for World AIDS' Day during the next five years. Millions of people around the globe mark World AIDS day on December 1 by commemorating the lives lost to AIDS and recommitting to the AIDS response.

The New MOU between UNAIDS and Xinhua is for an initial period of two years, ending in September 2013.

Xinhua has formed partnerships on important development projects with several UN agencies, including the United Nations Children's Fund (UNICEF), the United Nations Educational, Scientific and Cultural Organization (UNESCO), United Nations Environment

[Zero new HIV infections. Zero discrimination. Zero AIDS-related deaths.](#)

Programme (UNEP), United Nations Development Programme (UNDP) and the United Nations Framework Convention on Climate Change (UNFCCC) Secretariat.

Last year the news organization worked with one of UNAIDS' Co-Sponsors, WFP on a special report to coincide with World Food Day. Earlier this year, Xinhua worked on a photo exhibition with another UNAIDS' Co-Sponsor, UNESCO.

**Contact:**

UNAIDS Geneva | Saya Oka | tel. +41 22 791 1552 | [okas@unaids.org](mailto:okas@unaids.org)

**UNAIDS**

UNAIDS, the Joint United Nations Programme on HIV/AIDS, is an innovative United Nations partnership that leads and inspires the world in achieving universal access to HIV prevention treatment care and support. Learn more at [www.unaids.org](http://www.unaids.org)