

PRESS STATEMENT

UNAIDS welcomes new (RED) CEO Deborah Dugan

(RED) to join movement to eliminate new HIV infections among children by 2015

Geneva, 21 September 2011—The Joint United Nations Programme on HIV/AIDS (UNAIDS) congratulates Deborah Dugan on her appointment as the new CEO for (RED).

A media pioneer, Ms Dugan brings diverse experience from television and film to the world of publishing and will lend her expertise as (RED) expands its successful partnerships with global brands.

“Ms Dugan has hit the ground running—and UNAIDS is excited to be partnering with such a dynamic leader,” said Michel Sidibé, Executive Director of UNAIDS. “We have a shared goal to end new HIV infections among children by 2015 and UNAIDS is counting on (RED) to engage new partners and resources in this movement.”

The organization is joining the global health community in raising funds and awareness to help eliminate new HIV infections among children by 2015 and realize the first AIDS-free generation in 30 years.

(RED) partners and events have raised more than USD\$ 175 million for the AIDS response—reaching more than 7.5 million people affected by AIDS in Africa. Its partners include: American Express in the UK, Apple, Bugaboo, Converse, Dell, Gap, Hallmark in the US, Nike, and Starbucks.

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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 unaids.org.