

PRESS RELEASE

UNAIDS and the hotel InterContinental Genève launch a new campaign to ensure all children are born HIV-free

The campaign, 'Where history is made,' invites guests to make history and make a pledge for an AIDS-free generation

GENEVA, 16 December 2013—UNAIDS and the hotel InterContinental Genève have come together in a public-private partnership to advance efforts to ensure that all children can be born free from HIV, that their mothers have access to life-saving medicines and that all children living with HIV can lead healthy lives.

Countries have committed to eliminating new HIV infections among children by 2015. Although great progress has been made—with new HIV infections among children having been reduced by 53% since 2001—there is still a major push needed to help countries reach their goals. In 2013, just 28% of children in need of treatment had access.

“By keeping children free from HIV we are not only saving lives, we are investing in a healthier future for generations to come,” said Michel Sidibé, Executive Director of UNAIDS. “I am honoured that the hotel InterContinental Genève is partnering with us to provide more people with the opportunity to join our efforts in making an AIDS-free generation possible.”

One of the first initiatives of the joint partnership is the launch of a campaign to raise both awareness and funds for an AIDS-free generation. The campaign, *Where history is made*, launched at a special event held at the hotel on 16 December, invites guests to make history and a pledge for an AIDS-free generation. Hotel staff will play an integral role with AIDS-awareness training and will be able to share information with guests about the importance of keeping children free from HIV. Hotel guests will be able to join the campaign by making a donation as they check out or when they visit the hotel restaurant or bar.

“The hotel has a longstanding history and relationship with the UN in Geneva, and we are excited to have formed this partnership with UNAIDS,” said the General Manager of the hotel InterContinental Genève, Jürgen Baumhoff.

The hotel InterContinental Genève is an important landmark in Geneva, standing at the intersection of the city and the United Nations. In 2014 the hotel will mark its 50th anniversary over which time it has welcomed world leaders and played host to the historic brokering of deals and forging of partnerships. The campaign between UNAIDS and the hotel InterContinental Genève is part of the hotel's 50-year celebrations and captures the essence of this major milestone by joining efforts to achieve an AIDS-free generation.

“Building healthier societies begins with children,” said UNAIDS International Goodwill Ambassador and internationally acclaimed musician Toumani Diabaté who performed at the special launch event. “We can all be part of history by making sure that women living with HIV and their children have access to HIV, prevention, treatment and care services.”

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UNAIDS

The Joint United Nations Programme on HIV/AIDS (UNAIDS) leads and inspires the world to achieve its shared vision of zero new HIV infections, zero discrimination and zero AIDS-related deaths. UNAIDS unites the efforts of 11 UN organizations—UNHCR, UNICEF, WFP, UNDP, UNFPA, UNODC, UN Women, ILO, UNESCO, WHO and the World Bank—and works closely with global and national partners to maximize results for the AIDS response. Learn more at unaids.org and connect with us on Facebook and Twitter.