

PRESS RELEASE

President of Xinhua News Agency receives UNAIDS Leaders and Innovators award

UNAIDS Executive Director Michel Sidibé has presented the President of Xinhua News Agency, Cai Mingzhao with the UNAIDS Leaders and Innovators Award in recognition of his leadership as a media partner and his contribution to the AIDS response

BEIJING, 28 July 2016—In recognition of the key role that media plays in the Fast-Track response to ending the AIDS epidemic, Cai Mingzhao, the President of Xinhua News Agency, has been presented with the UNAIDS Leaders and Innovators Award at an event held during a joint cooperation visit to Xinhua headquarters in Beijing, China.

The award recognizes Mr Cai's efforts towards reaching the globally shared vision of Zero new HIV infections, Zero discrimination and Zero AIDS-related deaths.

"Mr Cai is a leader with vision. He understands that the three zeros are not just about the numbers but about social justice and inclusion," said the Executive Director of UNAIDS, Michel Sidibé. "AIDS is not over in any part of the world and Mr Cai's leadership is helping to ensure that HIV remains at the forefront of public awareness so that no one is left behind."

With Mr Cai at the helm of Xinhua, the media news group has promoted public awareness of HIV in China and abroad. During the United Nations General Assembly High-Level Meeting on Ending AIDS in June 2016, Xinhua showcased UNAIDS "Fast-Track to an AIDS-Free Generation" message on a giant electronic screen in Times Square, New York. In addition, the group is working with UNAIDS to promote zero discrimination messages through social media and other platforms.

"We understand that the fight against AIDS requires concerted efforts from the whole of society — especially the media." said Mr Cai. "We have a key role to play to ending AIDS."

UNAIDS recognizes the unique role of the media in the global effort to end the AIDS epidemic. Media is able to reach billions of people with important life-saving messages and to encourage engagement and action. With more than 30 domestic branches and nearly 170 offices overseas, Xinhua is one of the largest news agencies in the world.

The Vice-Minister of Information at the Office of the State Council, Guo Weimin, underlined the importance of Xinhua's contribution. "Xinhua News Agency is an active supporter of the United Nations Sustainable Development Goals and promotes efforts to involve more people in achieving these aims."

The Vice-Minister of the National Health and Family Planning Committee, Cui Li said, "The cooperation between Xinhua News and UNAIDS is a good example of multi-sector participation and cooperation in advancing the AIDS response."

In March 2016, UNAIDS and Xinhua signed a two-year Memorandum of Understanding of Strategic Cooperation to find innovative solutions to end the AIDS epidemic as a public health threat by 2030 within the framework of the Sustainable Development Goals.

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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 towards ending the AIDS epidemic by 2030 as part of the Sustainable Development Goals. Learn more at unaids.org and connect with us on Facebook, Twitter, Instagram and YouTube.