



Statement of Endorsement and Partnership on behalf of The African Broadcast Media Partnership Against HIV/AIDS (ABMP)



www.aids2008.org

Mogae leads the 'Champions for an HIV-free Generation'

The African Broadcast Media Partnership Against HIV/AIDS (ABMP) is pleased and honored to join in partnership with former President Festus Mogae and other distinguished African ***Champions for an HIV-Free Generation***. Under former President Mogae's esteemed leadership, the ABMP expects that this exciting endeavor will help to rally new leadership and the commitment of additional resources for increased HIV prevention efforts. The ABMP strongly endorses these goals and commits its' full co-operation and support for this important effort.

The ABMP is committed to reinvigorate and increase HIV/AIDS-related broadcast programming and to help build greater leadership and support in combating HIV/AIDS. To this end ABMP member companies are committed to integration of HIV/AIDS as a central part of their business strategy and across all program platforms. And ABMP member companies have committed significant resources including a minimum of 5% daily broadcast airtime in support of the endeavor.

The ABMP's anchor campaign, using the tagline ***Imagine the Possibility of an HIV-free Generation***, breaks new ground in HIV/AIDS communication by featuring iconic African leaders and promoting an optimistic vision of an Africa free of HIV. This campaign is supported by longer form programming produced by ABMP member companies and focusing on the key drivers of HIV-infection in Africa. Broadcast leaders have also been successful in asserting a more proactive role for broadcast media in HIV prevention in their own countries and in forging broad based partnerships for increased HIV prevention efforts.

The ABMP receives operational, technical and financial support from the Kaiser Family Foundation, as well as additional funding from the Bill and Melinda Gates Foundation, the Coca Cola Africa Foundation, Merck Company and the MTN (SA) Foundation. The ABMP is organized under the Global Media AIDS Initiative (GMAI) a joint initiative of the Kaiser Family Foundation and UNAIDS.