Red_product.gif

Andrew Greenwald, Director of Public Relations

861 Bedford Road

Pleasantville, NY 10570

(914) 773-3477

[andrew.s.greenwald@pace.edu](mailto:andrew.s.greenwald@pace.edu)

**A Brief History:**

Product (RED), founded in January of 2006 by U2 singer Bono and Bobby Shriver of DATA, Debt Aids Trade in Africa, in order to raise money for the Global Fund to fights AIDS, Tuberculosis, and Malaria. Bobby Shriver has been the CEO of the company and Bono has been the official spokesperson. It is a brand licensed to partner companies such as American Express, Apple, Inc., Starbucks, Converse, Mortola, Gap, Emporio Armani, Hallmark, Microsoft, and Dell. All of the partner companies create products to sell with the Product (RED) logo. A percentage of each product sold from the companies goes straight to Product (RED) and then given straight to the Global Fund to fights AIDS in Africa.

**Services:**

Anyone can be involved with raising funds for Product (RED). All of the products that the partnering companies sell are available to the general public. Consumers may buy or obtain: shoes, credit cards, mobile phones, watches, iPods, *Vanity Fair* magazine, *The Independent* newspaper, computers, beverages, shoelaces, clothes, etc. By buying these products, you are helping individuals affected by HIV/AIDS in Africa.

**Our Goal Today:**

Product (RED) wants to continue following their Guiding Principles. They seek to: expand opportunities for the people in the continent of Arica, to respect its employees and ask its partners to do the same with their employees and the people who make their products or deliver their services, to promote HIV/AIDS awareness policies and practices in the workplace, to see the power of a community mobilized for hope, health, and progress, and to ask its partners to uphold the same principles.

**The Opportunity To Achieve:**

The works of Product (RED) and The Global Fund together make thousands of stories and save thousands of lives. Here are some examples of the cases:

*Young Vida is 11 years old, from Ghana, living with her father, who is also HIV+. She began antiretroviral therapy in March of 2007. She is playing catch and she’s proving to be a fast learner. She could not start school, however, until she was 9 years old because of AIDS and other opportunistic infections. She now impresses her teachers, her Doctor, and her family. Her father, who is also HIV+, was paralyzed by a stroke some years ago and lives some hours away in her hometown where she is cared for by family. Vida attends the Tema General Hospital HIV clinic which receives (RED) and Global Fund funding to help care for patients. Vida has been responding very positively to treatments. Vida currently says she wants to be a Bank Manager with the Bank of Ghana…so she can buy a car!*

*Samuel is 16 years old and live in Lesotho with his Mother, Father, Brother, and younger Sister. He found out that he had AIDS when he was 12 years old. He has always felt sorry for himself and wondered “why me” when his Mom first told him the news. He was very ill at the time and he, along with his parents, thought he was going to die. His doctors prescribed antiretroviral therapy and Samuel soon made a full recovery. Now, three years later, Samuel is strong and healthy and can play as much soccer as he likes! Funding from Product (RED) and the Global Fund in Lesotho helps provide the two daily ARV pills so Samuel can stay alive. He dreams of being a doctor one day, so that he can find a cure for AIDS.*

Product (RED) is continuing to help all children and adults in Africa, hoping for speedy recovery for all. Go (RED) and save a life!

*Andrew Greenwald, Director of Public Relations for Product (RED)*

*(914) 773-3477* [*andrew.s.greenwald@pace.edu*](mailto:andrew.s.greenwald@pace.edu)