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**Product (RED) is Partnering Up with Pace University Students and Apple to Raise Funds for HIV/AIDS**

*Special guest – Kathy Griffin*

PLEASANTVILLE, NY - APRIL 18TH, 2010 - Product (RED) and students from Pace University are putting together a *RED RACE* to benefit HIV/AIDS. This charitable opportunity will involve racers racing around the college campus and the local town of Pleasantville, New York, experiencing some activities along the way. In order to compete in the race, the entrants will pay $30 each to register. The race will begin at 2:00pm on Sunday April 9th, 2010 and will conclude with a Barbecue when the race is finished. For all bystanders and racers there will be a silent auction located on Miller Lawn with items donated by Apple such as: iPods, iPads, Macbooks, and iMac Televisions. Every penny raised at the *RED RACE* will go straight to Product (RED).

“Of course I would help out Product (RED) and the RED RACE, just look at my hair it screams RED!,” says special guest Kathy Griffin. She has done many charitable works with HIV/AIDS organizations previously and will continue to, as she says “help her gays,” any way possible.

Kathy Griffin will be participating in the race and also announcing the highest bidders of the silent auction at the end. The Pace University student-run radio station, WPAW, will also be present to DJ all afternoon.

Product (RED), launched in 2006 by recording artist Bono, is an organization that partners up with other companies like Apple, to raise money and awareness for HIV/AIDS via the Global Fund for AIDS in Africa. With their partnering companies, the organization sells products such as: clothing items, electronics, shoes, credit cards, beverages, etc. From the product that is bought, 50% of the price is donated. Every cent goes to Africa, straight to the people who need it. Product (RED) saves lives.

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