

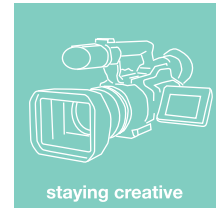
staying alive



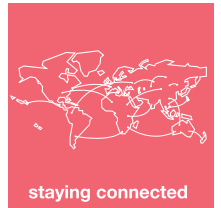
staying vocal



staying aware



staying creative



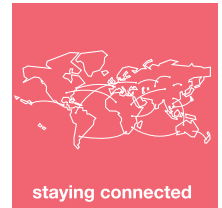
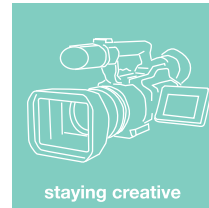
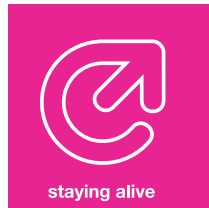
staying connected

## Staying Alive Foundation and the Body Shop

Coming off of last year's Spray to Change campaign, MTV and The Body Shop joined forces once again to raise awareness of HIV and AIDS, and to raise money for the Staying Alive Foundation.

This year's campaign, Move Your Lips, aimed to increase awareness by encouraging people to talk about HIV & AIDS and share information with each other. A special edition, co-branded lip butter was produced and all profits from the global sale went to the Staying Alive Foundation. The product was sold in a remarkable 2000 stores in 60 countries and raised \$1.3M to support grassroots HIV and AIDS education projects developed by young people around the world.

The campaign kicked off with a Move Your Lips promo spot that aired on MTV channels across the globe with a reach of 1.4 billion people. From the Asia Pacific region to New York, local press launches with celebs garnered press hits in countless media outlets. The campaign included a microsite, [www.moveyourlips.com](http://www.moveyourlips.com), that provided an interactive platform from a game to downloads in 10 different languages. During the first 4 weeks of the campaign, the site garnered 150,000 page views and 50,000 unique views, amplifying the overall campaign message.



## Staying Alive Grant Winners



### **KENYA**

#### **REPACTED**

**(Rapid Effective Participatory Action in Community Theatre Education and Development)**

**Collins Dennis Oduor and Dennis Kimambo**

Collins and Dennis will build on their current project, based in Nakuru, and focus on raising awareness on AIDS and preventing HIV among young people in prisons and sex workers through the use of their 'magnet theatre' approach. They will train 75 'change agents' (peer educators), organize three youth symposiums, organize eleven community theatre outreaches with mobile testing units, create and distribute a monthly magazine, establish a support group, a community theatre group and organize monthly life skill demonstration forums as well as a World AIDS Day event.



### **PAKISTAN**

#### **Aware Girls**

**Gulalai Ismail**

The organization Aware Girls is led by 21-year-old Gulalai and is based in Peshawar City. Her project is aimed at young women in high schools and colleges. They will raise awareness of AIDS in ten schools and five colleges through the use of videos, lectures, discussions and printed material. They will select five students and two teachers from each school and college and give them a two-day training to enable them to establish anti-AIDS clubs in their respective schools and colleges. They also plan to make a documentary about their project.

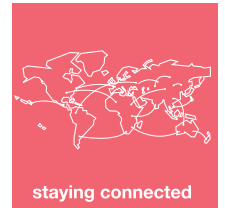
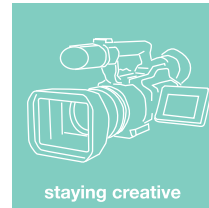
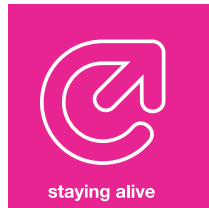


### **VENEZUELA**

#### **Sociedad Wils Wilde**

**Jose Guillen**

Jose, who already won Staying Alive Awards in 2005 and 2006, is planning to develop a website on HIV and sexuality aimed at young people living in Venezuela. It will be interactive and include space for discussion forums and trainings as well as a daily radio show.



## Staying Alive Grant Winners

From this year's 400 applications, hailing from 91 countries around the world, the grants went to 20 young people and youth-led organizations from rural and urban centres, both in developed and developing countries. These outstanding initiatives, were chosen in support of their especially innovative HIV prevention and AIDS awareness projects. Here are a few profiles of our grant winners:



### **USA** **Carolina Empowerment Group** **Natalia Cales**

Natalia Cales is a young woman who recently lost her mother due to AIDS-related complications. Not long after that she set up the Carolina Empowerment Group which aims to empower young girls in the African American community. The Carolina Empowerment Group wants to implement the 'Sisters Informing Healing Learning Empowering' HIV prevention program in South Carolina, through partnering with other organizations. They will organize monthly youth sessions to discuss topics around HIV.



### **CROATIA** **Y-Peer Silva** **Rukavina and Natko Geres**

Y-Peer's project, led by Silva and Natko, by 24, will target young people living in dorms around Croatia. They are planning to translate the Staying Alive produced feature film 'Transit' and use it in AIDS awareness workshops in 50 dorms around the country. They will also send a copy of 'Transit' to high schools and NGOs all over Croatia together with a teaching guide so that they can organize workshops around Transit as well.



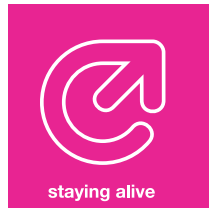
## Staying Alive Ambassador Kelly Rowland

She's sassy, she's sultry and she's a survivor. You may have first heard of Kelly Rowland as part of mega group Destiny's Child, but she's proven that she's also a force to be reckoned with as a solo artist. Recently, this Grammy-winning R&B hit maker was named the first MTV Staying Alive Foundation Ambassador. As the SAF Ambassador, Kelly lends her charisma and celebrity to raise the profile of the Foundation, whose mission is to empower young people who are protecting themselves and their communities against HIV and AIDS.

Most recently in June 2008, Kelly and SAF took a trip to Africa to meet some of the inspirational Staying Alive grant winners in Kenya, Tanzania and South Africa. Kelly also agreed to be tested for HIV in Nairobi, reflecting her strong belief that knowledge is power—and a large step in helping to erase the stigma associated with testing.

The numerous stories and details of Kelly's trip were captured and will be shared in 'Staying Alive: Diary of Kelly Rowland in Africa,' airing on World AIDS Day across MTV channels around the world as well as being given to third party broadcasters to air, rights-free. More info can also be found on [www.kellyrowlandafrica.com](http://www.kellyrowlandafrica.com)

Kelly's dedication and commitment to the Staying Alive Foundation will serve as a fruitful partnership as she continues to highlight not only the amazing work of the Staying Alive grant winners, but also be a great champion of raising awareness of HIV prevention reaching out to young people directly with her incredible influence as a global star.



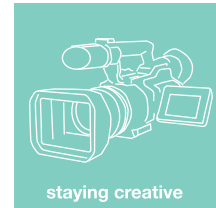
staying alive



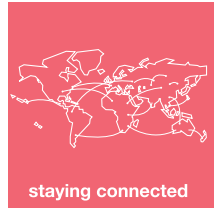
staying vocal



staying aware



staying creative



staying connected

## About the Staying Alive Foundation

In 1998, MTV successfully launched an international campaign to encourage HIV prevention, promote safer lifestyle choices and fight the stigma and discrimination that fuels the epidemic. Prevention and knowledge were two important issues but a vehicle was needed in order to empower and mobilize young people on a grassroots level. The result: the birth of the Staying Alive Foundation in 2005. Using MTV's unique and creative communication with its audience, the Staying Alive Foundation gives grants to innovative youth-focused HIV/AIDS projects worldwide. From its inception, the foundation has given 100 awards to 81 projects spanning 40 countries, ultimately giving young people a stake in their own future.

The Staying Alive Foundation is a 501(C) 3 public charity in based in New York City; the tax exempt employee identification number is 20-0957052. The overhead and operation of the Staying Alive Foundation is funded by MTV Networks International. This allows for 100% of all funds raised by the Foundation to be used for programming and grant-making.

## Mission Statement

As a global grant-making and advocacy organization, the foundation's mission is to encourage, energize, and empower young people who are involved in HIV/AIDS awareness, education and prevention campaigns.

The Foundation does this by presenting the Staying Alive Awards to young individuals and youth groups who are focused on stopping the spread of HIV and who have demonstrated the potential to become future leaders. The award comes with a financial grant to assist them in continuing and expanding their work, and provides public recognition to inspire others to get involved.

contact:

Sara Piot

Foundation Grant Manager

Staying Alive Foundation | MTV International

180 Oxford Street

London, UK W1D 1 DS

T: +44 20 7 478 6688

E: [sara.piot@mtvne.com](mailto:sara.piot@mtvne.com) | [www.staying-alive.org](http://www.staying-alive.org)