



MEDIA ALERT

TO: ALL MEDIA

DATE: 08 NOVEMBER 2007

EMBARGO: FOR IMMEDIATE RELEASE

KZN GOVERNMENT TO CELEBRATE WORLD AIDS DAY 2007 IN OSIZWENI STADIUM UNDER THE THEME: **STOP AIDS. KEEP THE PROMISE! IT STARTS WITH ME!**

The Premier of KwaZulu-Natal will lead government and civil society in commemorating the 2007 World AIDS Day on the 1st December at Osizweni Stadium.

The World AIDS Day connects and strengthens all HIV and AIDS campaigns from the beginning of the year to the end, throughout the province, in cities and villages, in communities and in homes. Through a collaborative approach, the campaign brings together diverse voices with the goal of holding leaders and governments to account for their promises on AIDS. One of the most visible aspects of the campaign against HIV and AIDS is the World AIDS Day - a day of shared action and awareness held annually on December 1st.

This event will be a culmination of a month long programme of build-up events that started with the Employee Health and Wellness Focus Week on the 5th – 9th November. This focus week was followed by a Summit hosted by the Director-General (DG), Dr KB Mbanjwa, in Tongaat (Grand Manor) to highlight and acknowledge the response by local government, through municipalities in the fight against AIDS. At this Summit, the DG will also host a business dinner to acknowledge the role of business in the fight and mobilise their continued effort in fighting the pandemic.

On the week of the World AIDS Day 500 Youth Ambassadors will be deployed in the Amajuba District to visit homes and educate individuals and families about disease prevention especially on HIV, STI, TB and AIDS. The MEC for Health, Ms Neliswa Nkonyeni, will then (on the World AIDS Day event) launch the programme of Youth Ambassadors where communities that had been visited would testify to the impact of this programme.

The message of the event will be building on from last year's theme of accountability, the 2007 and 2008 World AIDS Day theme is individual leadership

and responsibility. This year's theme, globally, is Leadership. The theme encourages that each one of us takes a lead in the fight against the spread of HIV. A leader lies in each and every one of us. The leadership must come from individuals, families, communities, private and business sectors and not limited to government.

We would like to invite the media to these events and report on them. The World AIDS Day will be held as follows;

Date : 1 December 2007
Time : 09h00
Venue: Osizweni Stadium, Newcastle

Transport to the venue will be available for journalists. Details to be forwarded in due course.

Ends

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