



November 2, 2006

FOR IMMEDIATE RELEASE

Public Service Announcement

Southeastern District Health Department Partners to Observe World AIDS Day

Pocatello – According to the joint United Nations AIDS coalition, estimates show that in 2005 there were:

- 37.2 million adults living with HIV/AIDS
- 2.2 million children living with HIV/AIDS
- 4.9 million people became newly infected with the virus and
- Around half of all people who become infected with HIV do so before they are 25 and are killed by AIDS before they are 35

Partnering with the Southeast Idaho AIDS Coalition, Idaho State University, Genesis Project, Project WISE, Regional Planning Council District 6 and the NAACP, the Southeastern District Health Department (SDHD) will help sponsor this year's World AIDS Day Ceremony. This year's theme, "Stop AIDS. Keep the Promise", is an appeal to governments and policy makers to ensure they meet the targets they have agreed to in the fight against HIV and AIDS. Some of the most important of these promises are contained in the UNGASS Declaration and the 3 by 5 Initiative.

World AIDS Day is an annual event being held on Thursday, November 30th and includes the following events in Pocatello:

- 7:00 p.m. – 8:30 p.m. – World Aids Day Celebration, decorate memorial AIDS tree, quilt display, program & candlelight vigil, First Congregational United Church of Christ, 309 N. Garfield Avenue

On December 1st, panels of the AIDS quilt will be on display at the ISU Pond Student Union building from 9:00 am to 1:00 pm in the Canoe Room, as well as a film from Frontline about HIV/AIDS, and providing light refreshments.

For more information regarding the World AIDS Day Ceremony in Pocatello, please call JoAnne Fletcher at 208-239-5230.

###

For further information regarding this release, please contact Mary Howell at the Southeastern District Health Department at 208-239-5288