

Your AIDS 2014 Campaign



YOUR AIDS 2014

WHAT DOES IT MEAN TO YOU?

Let us know your aspirations for the biggest, global HIV and AIDS conference. What issues are close to your heart that you would like to see reflected in the conference?

A DVOCACY
I NSPIRATION
D ISCOVERY
S CIENCE
2 UNITE
0 DISCRIMINATION
1 FIGHT
4 EVER AIDS FREE

www.youraids2014.org

 **AIDS 2014**
STEPPING UP THE PACE

On 1st December the AIDS 2014 organizers are launching an awareness campaign to coincide with World AIDS Day and the opening of registration for the conference.

The campaign, called “**Your AIDS 2014**”, aims at engaging potential delegates, supporters of the conference and general public and to raise awareness about HIV and AIDS 2014.

This online campaign will allow people to feel part of the AIDS 2014 conference by sharing via a campaign microsite what AIDS 2014 means to them. By submitting their entries, participants will have the possibility to show their thoughts and hopes for AIDS 2014 and for the HIV epidemic more generally.

We would like to get as many individuals as possible to take action and join the campaign: IAS members, volunteers, activists, scientists, policy makers, leaders, celebrities, youth, etc. and we would greatly appreciate if you would take part in this by submitting your entry.

To join the “Your AIDS 2014” campaign - follow these five easy steps:

STEP 1 - Go to www.youraids2014.org

STEP 2 - Create your own message by adding your words after the letters/numbers in AIDS 2014



STEP 3 – upload your picture or, if you prefer, choose an image from the menu

STEP 4 – review your message and, when you are happy with result, save/submit it. You will receive an email confirmation of approval within 24 hours.

STEP 5 – once approved spread the word by sharing your message on social media!