

## **Yuma World AIDs Day - 2009**

*By Daniel MacDonald, Director of Development/PR*

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*This release outlines the World AIDS Day event being hosted at Arizona Western College by Back to the Basics Please, Inc (BTTBP)*

Yuma, Arizona: Throughout the year, health departments, community-based organizations, faith organizations, and other groups and individuals participate in national and global awareness days to address the HIV/AIDS pandemic.

Proud and committed Yumans are no exception.

Musicians, food and beverage vendors, legislators, speakers and community groups from the Yuma area will take center stage in the Arizona Western College 3C Facility (AWC), Tuesday, December 1, beginning at 12:00pm, to commemorate World AIDS Day 2009; in remembrance of the lives lost to this disease, honoring the progress made in the battle against AIDS, and to renew commitments made to tackle the epidemic. The United Nations World AIDS Day and Yuma's event theme is Universal Access & Human Rights.

Hosted by Back to the Basics Please (BTTBP), this event will have many exciting and informative participants including Yuma County Public Health Department, Public Health Preparedness Program, Yuma County AIDS Network, Yuma High School Gay Straight Alliance, Yuma Private Industry Council, Sunset Community Health Center, Yuma Rural/Metro Fire Department, Hospice of Yuma, Arizona Children's Association, Cenpatico Behavioral Health of Arizona, and Project GHB. Entertainment during the event will be provided by the bands "Demise of Hollywood" and "Aerospace Hero". Yuma's corporate community showing support for this event includes the Yuma Fairfield Inn by Marriott and the Drifting Inn, LLC.

Arizona Senator Amanda Aguirre and State Representative Lynn Pancrazi are expected to speak at this event as is Ms. Gabriela Leon, Director of HIV Outreach for Back to the Basics Please.

As we pause to reflect on the toll of HIV during this Yuma World AIDS Day, we must not forget our fight against this devastating disease is far from over. HIV remains a significant threat to the health and well-being of multiple communities in the United States.

AIDS has already claimed the lives of more than 25 million people throughout the world, while an estimated 33.2 million live with HIV – alarming numbers highlighting the need to remain vigilant. It is one of the most destructive epidemics in recorded history. The Yuma World AIDS Day Event is one of many efforts to spread common messages on prevention and increasing the awareness and knowledge about HIV/AIDS among our citizens.

The first World AIDS Day was organized by the World Health Organization on December 1, 1988. Originally, the day was organized by UNAIDS. UNAIDS chose a new theme each year after consulting with other HIV/AIDS organizations to determine the most pressing topics. In 2005, UNAIDS officially gave responsibility of World AIDS Day to The World AIDS Campaign (WAC), an independent HIV/AIDS organization.

A simple red ribbon is one of the most widely recognized symbols of HIV and AIDS and the people who

live with these conditions and those who champion a cure. The symbol was presented by the Visual AIDS Artists Caucus in 1991. The individuals in this group wished to remain anonymous, keep the image copyright free and create a symbol to raise consciousness of HIV and AIDS. The red ribbon was originally intended to be worn as a badge, but is now used in a wide variety of ways.

About Back to the Basics Please (BTTBP): We are dedicated to bringing more Life Wellness options to our communities. We are committed to furthering HIV education, supporting the families and loved ones affected, with hard and difficult decisions ahead. We will work tirelessly to support the recovery of addiction in all of its forms, keeping our minds forever open to the many paths of victory many have found on this journey called life!

Our focus is the Sexual Minority who aspires for greater change, freedom from addiction, and the pursuit of healthy choices. We Welcome All Those Who Support Our Efforts

Back to the Basics Please is a non-profit corporation operating under section 501(c)3 of the Internal Revenue Code.

#### CONTACT INFORMATION:

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