



FOR IMMEDIATE RELEASE

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September 5, 2008 ~ Washington, DC ~ The National Minority AIDS Council (NMAC) will premier its first public service announcement (PSA) in ten years, “African American GET REAL about HIV/AIDS” during the luncheon plenary honoring the 10th Anniversary of the Minority AIDS Initiative (MAI), set for Friday, September 19, from 12:15 p.m. to 1:45 p.m.

The PSA, which features NMAC Board Member and singing legend, Nancy Wilson; CEO and Founder of Aspirations Wholistic Tutorial Services, Archbishop Joyce Turner-Keller; and HIV/AIDS Activist, Ebony Gilreath, speaks directly to African American women about the importance of knowing their HIV status. Turner-Keller, who is HIV positive, explains that you can have a full life with HIV; but stresses the importance of taking care of your health. Gilreath, in turn, encourages those who are HIV negative to “learn how to stay that way.”

“AIDS is one of the leading causes of death among African American women, which is unacceptable. We cannot let another African American woman die simply because she is too scared to protect herself, or fears what her family or friends might think if she tests positive for HIV,” says Wilson. “I want to encourage African American women to take charge of their health. The very future of our communities is depending on it.”

The “GET REAL” campaign was made possible through a special partnership between NMAC and [Cable Positive](http://www.cablepositive.org), the national nonprofit organization dedicated to mobilizing the talents, resources, access and influence of the cable and telecommunications industry to raise HIV/AIDS awareness. Steve Villano, CEO of Cable Positive, said: “This powerful partnership between Cable Positive, our member companies like Time Warner Cable, and NMAC, worked collaboratively to produce an amazing PSA. The three generations of women who appear in the spot brought an incredible energy to the PSA. All audiences will be moved by their collective sense of urgency.”

NMAC’s Executive Director echoes this sentiment, saying, “We wish to thank Cable Positive for facilitating the production of the PSA – and to Time Warner Studios for donating their time and studio space. The resulting PSA does more than just tell African American women they are risk for HIV. It lets them know they are not alone and encourages them to talk about AIDS, which is the first step to breaking down the stigmas associated with this epidemic.”

The PSA will appear on cable outlets nationwide throughout the fall, including local news channels and local cable systems. Organizations and individuals may download the spot from www.nmac.org, www.cablepositive.org, and various file sharing sites online, including YouTube.com, for use on their websites.

Limited quantities of “GET REAL” on DVD and BETA also will be available. The BETA will include a “tag-able” version of the PSA that will enable organizations to add their own logo and contact information at the end of the spot for airing on local television stations. Related collateral materials, including posters, postcards and flyers, also will be available for order and download from www.nmac.org.

For more information about the “GET REAL” campaign, contact NMAC’s Communications Division at (202) 483-NMAC (6622), or send an e-mail to: communications@nmac.org.

About USCA

The 2008 United States Conference on AIDS (USCA) will take place September 18-21, in Ft. Lauderdale, FL, at Greater Ft. Lauderdale/Broward County Convention Center. Since 1997, USCA, the largest annual HIV/AIDS meeting in the United States, has strengthened the domestic community-based response to HIV/AIDS by bringing together professionals from across the country to learn new skills and build partnerships and collaborations.

The conference’s extensive selection of over 200 institutes, seminars, workshops and roundtables sessions addressing every aspect of the AIDS epidemic – from nutrition and treatment to prevention and international issues – enables participants to customize their training and networking experiences according to their unique professional needs. To learn more about USCA, visit: www.2008USCA.org; call: (202) 483-NMAC (6622); or e-mail: conferences@nmac.org.

About USCA’s Sponsor, NMAC

The National Minority AIDS Council (NMAC) has developed leadership within communities of color to address the challenges of HIV/AIDS since 1987. NMAC has furthered this mission by providing a public policy education program; national and regional trainings and conferences; treatment and research programs and trainings; numerous publications; and a website: www.nmac.org. The agency also serves an association of AIDS service organizations, faith- and community-based organizations, hospitals, clinics, health departments and other groups assisting people and families. NMAC's advocacy efforts are funded through private funders and donors only. For more information, contact NMAC directly at (202) 483-NMAC (6622) or visit: www.nmac.org.

About Cable Positive

Founded in 1992, Cable Positive is a non-profit organization dedicated to unifying the talents, resources, access and influence of the communications industry to raise AIDS awareness; to fund AIDS education and care; and to promote a more compassionate climate for people whose lives have been affected by HIV and AIDS.

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