



## **PRESS RELEASE**

*Archbishop Desmond Tutu, Kofi Annan and Nafis Sadik support global initiative Dance4Life*

# **50,000 young people dance to celebrate achievements in pushing back HIV and AIDS**

**Amsterdam, 7 November 2008 – on 29<sup>th</sup> November, fifty thousand young people will make a worldwide statement against HIV and AIDS. Connected live via satellite, young people in 19 countries will dance in unity and solidarity as ambassadors for Dance4Life. These young people want to inspire companies, politicians, artists and media to join them in committing to push back the global spread of HIV and AIDS.**

Famous artists and DJs give up their time to perform during this worldwide event. Tickets are not for sale. The young people, also known as Agents of Change, have earned their entrance ticket by actively committing themselves to Dance4Life. By 2014, the year before the Millennium Development Goals must be realized, Dance4Life aims to have involved at least one million Agents of Change.

### **The language of young people**

More than 33 million people are living with HIV or AIDS. People under 25 years old account for half of all new infections. Dance4Life involves this young generation and raises their awareness of how they themselves can push back the spread of HIV and AIDS. Dance4Life does this in schools with a personal, interactive and emotional approach, using the language of youth, their media, icons, music and dance to connect with them.

### **Challenging taboos**

Dance4Life empowers young people to take action themselves and to challenge taboos around sex, HIV and AIDS. Inspired and informed during the schools projects, young people initiate their own prevention, awareness raising and fundraising actions. For example, they fundraise for HIV and AIDS projects, approach community leaders, write letters to politicians, organize exhibitions or do volunteer work with HIV positive children.

### **Nineteen countries**

Originating in the Netherlands, the initiative is now active in nineteen countries: Germany, Ireland, Kenya, Mexico, Moldova, Netherlands, Russia, Serbia, Sierra Leone, South Africa, Spain, Tanzania, Turkey, Uganda, UK, USA, Vietnam, Zambia and Zimbabwe.

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### **Note:**

If you would like to receive more information or visual material, please visit [www.dance4life.com](http://www.dance4life.com) under the heading Press. You can also contact the Head Office, Susan van Esch, telephone (00 31) (0)20 521 66 55, mobile (00 31) (0)6 24808171 or e mail [s.vanesch@dance4life.com](mailto:s.vanesch@dance4life.com).

**“Dance is freedom, dance is exhilaration, dance is life. Young people deserve care, protection, condoms. Please don’t let them dance alone”. Archbishop Desmond Tutu**