



Event Overview and Messages

The U.S. Centers for Disease Control (CDC) is inviting individuals from the arts and entertainment industry to join us and other leaders and celebrities on March 4, 2010 for the release of the newest phase of the *Act Against AIDS* Campaign, ***i know***.

Last year, CDC along with the White House and the Department of Health and Human Services, launched *Act Against AIDS*, the government's first national HIV campaign in nearly 20 years, to address the HIV/AIDS epidemic in the U.S.

The ***i know*** event will be held at 4PM EST on March 4, 2010 at Clark Atlanta University in collaboration with the Atlanta University Center (i.e., Morehouse, Spelman, Clark-Atlanta, Morris Brown, Interdenominational Theological Center, and Morehouse School of Medicine).

Persons who cannot attend the event in person may participate in the live online simulcast at www.actagainstaids.org/. The event will feature performances by recording artists, a Q&A between CDC experts and the ***i know*** audiences, and an introduction to the various aspects of ***i know*** (e.g., Web page, Facebook, Twitter, text messaging, participating partners, etc).

Spread the Word!

Sent prior to March 4th

Emails

- **Do you know?** 1 in 16 Black men and 1 in 30 Black women will be diagnosed with HIV in their lifetimes. **But the power to change that is in your hands. Find out how at 4PM EST on March 4th at www.actagainstaids.org** (Site Going LIVE MARCH 4, 2010!)

Tweets

- I know change begins with a conversation! Join me on 3/4/10. #talkhiv
- We're joining the convo & spreading the word on 3/4/10. Stay tuned! #talkhiv

On March 4th

Emails

- **Remember to join me at 4PM EST at www.actagainstaids.org** . i know my voice has power. So does yours.

Tweets

- Help me out! RT #talkhiv today! Kickoff @ 4pm EST @Clark ATL Univ. www.tinyurl.com/talkAAA. (link to live stream)
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