

**FOR IMMEDIATE RELEASE**

**“Make your Idea our Logo” design competition launched by the International AIDS Society (IAS) and AIDS 2014 partners to select the logo of the 20<sup>th</sup> International AIDS Conference (AIDS 2014)**

**25 October 2012 - Geneva, Switzerland** – From 20-25 July 2014 more than 18,000 delegates from all over the world will gather in Melbourne, Australia, to attend the [20<sup>th</sup> International AIDS Conference \(AIDS 2014\)](#). The convening of the conference in Asia-Pacific will highlight the issues related to the HIV epidemic in a region with the largest geographic area and population in the world, varying levels of wealth and a mix of cultures which create specific challenges, and successes, in the response to the epidemic.

For the first time at AIDS 2014 the conference logo, one of the most important tools to promote the meeting, will be selected through a competition specifically addressed to young people (age 10 – 30). This initiative reflects the conference’s basic principle of inclusiveness and it is also meant to raise HIV awareness among youth.

“Almost half of all new HIV infections in the world are among people under 25. Globally, 5.4 million young people are living with HIV and youth remains the most vulnerable group to HIV infections due to a number of reasons, including lack of information and education”, said Local Co-Chair of AIDS 2014 Professor Sharon Lewin. “AIDS 2014 will have a robust Youth Programme aimed at increasing the participation of young people and the profile of youth issues at the conference. As part of these efforts, we think the competition will help to draw young people’s attention to the HIV epidemic and to AIDS 2014. In past conferences, youth advocacy has played a key role in shaping the HIV agenda. By capturing the energy, the passion and the commitment of youth, we are sure the logo will contribute to make AIDS 2014 another milestone in the history of HIV”.

The winner of the “Make your Idea our Logo” competition will be invited with an accompanying person to attend the conference in Melbourne where a formal presentation of the winning logo will take place.

More details about the competition are available here: [http://www.aids2014.org/logo\\_competition.aspx](http://www.aids2014.org/logo_competition.aspx)

### **AIDS 2014 Conference Organization**

AIDS 2014 is convened by the IAS and permanent partners the Global Network of People Living with HIV (GNP+); the International Council of AIDS Service Organizations (ICASO); the International Community of Women with HIV/AIDS (ICW), and the United Nations Joint Programme on HIV/AIDS (UNAIDS.). Non-permanent partners are the Positive Women’s Network and Sidaction.

The Australian based partners are: AusAID, the Australasian Society for HIV medicine (ASHM) and the National Association of people living with HIV (NAPWA).

The Asia Pacific Partners are: The Asia Pacific Network of Sex Workers (APNSW), the National AIDS Research of India (NARI) and the AIDS Society of Asia and the Pacific (ASAP).

### **About the IAS**

The International AIDS Society (IAS) is the world's leading independent association of HIV professionals, with over 16,000 members from more than 196 countries working at all levels of the global response to

AIDS. The IAS members include researchers from all disciplines, clinicians, public health and community practitioners on the frontlines of the epidemic, as well as policy and programme planners. The IAS is lead organizer of the IAS Conference on HIV Pathogenesis, Treatment and Prevention, which will be held in Kuala Lumpur, Malaysia, 30 June – 3 July 2013 and custodian of the biennial International AIDS Conference, which will be held in Melbourne, Australia, 20-25 July 2014.

[www.iasociety.org](http://www.iasociety.org) | [www.ias2013.org](http://www.ias2013.org) | [www.aids2014.org](http://www.aids2014.org)

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Journalists can also contact Rebecca Elliot at the Melbourne Convention & Visitors Bureau who will forward on enquiries to the IAS communications team.

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