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\*Former Board President

PRESS RELEASE

Contact: Bill VanHemert, MSW, Community Mobilization Project Manager  
AIDS Partnership Michigan, 2751 E. Jefferson Ave, Ste 301, Detroit, MI 48207  
phone: 313-446-9810  
email: [wvanhemert@aidspartnership.org](mailto:wvanhemert@aidspartnership.org)  
web: <http://www.aidspartnership.org>

For immediate release

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HIV has been ignored and forgotten.  
The people of Detroit are about to get a loud reminder.

Detroit, MI -- After a decade of strained resources for the fight on HIV/AIDS, AIDS Partnership Michigan (APM), in collaboration with HIV/AIDS Resource Center (HARC), is back in the public eye and gearing up for an all-out assault. A 300K grant from the Michigan Department of Community Health has been obtained for a major new marketing campaign to fight the disease. And like the last award-winning campaign by the organization -- which featured among other things a billboard of two men kissing -- the new effort is expected to be equally thought-provoking.

The new campaign is being developed and will target young men who have sex with men in metro Detroit, Pontiac and Washtenaw County. This time around, AIDS Partnership Michigan and HARC will be focusing heavily on digital media and community outreach, since the target groups are heavy users of the internet. Social media will be utilized on many levels, as will grassroots efforts and traditional media. AIDS Partnership Michigan will be leveraging its relationships with local groups, churches and businesses in the area for a full community mobilization effort. Never shy about the disease, APM and HARC expects to use hard-hitting messages. "The goal is to prevent HIV, not to be polite. HIV is a vicious enemy. We will do or say whatever it takes," says APM Executive Director Barbara Murray.

**Main Office**  
2751 East Jefferson Ave.  
Suite 301  
Detroit, Michigan 48207  
Office: 313-446-9800  
Fax: 313-446-9839

**Oakland County Office**  
196 César Chávez Blvd.  
Suite 118-A  
Pontiac, Michigan 48342  
Office: 248-338-2014  
Fax: 248-338-2017

**R.E.C. Boyz Program**  
1959 East Jefferson Ave.  
Detroit, Michigan 48207  
Office: 313-285-1166  
Fax: 313-285-1170

**AIDS Hotline: 800-872-AIDS**  
Client Services: 800-515-3434  
Web: [www.aidspartnership.com](http://www.aidspartnership.com)  
E-Mail: [info@aidspartnership.org](mailto:info@aidspartnership.org)

**AIDS Partnership Michigan is a 501(c)(3) organization.**  
Funded by • Ryan White Act • Michigan Department  
of Community Health • United Way for Southeastern  
Michigan • APM Fundraisers • Detroit Department of  
Health and Wellness Promotion • AIDS Walk Michigan  
• Centers for Disease Control and Prevention  
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In another realm, AIDS Partnership Michigan is currently revamping its website. The new website debuts on World AIDS Day, December 1st, with expanded capabilities; improved navigation and a fresh new look in keeping with some of the best nonprofit organizations in the nation. Social media such as Facebook, Twitter, YouTube will be integrated into the site as will many other new features and content.

Additionally, AIDS Partnership Michigan is beginning its Annual Campaign, appealing to current and past donors to help those with HIV through the holidays and winter.

For more information: about the new marketing campaign & the new website, contact Bill VanHemert, Community Mobilization Project Manager at 313-446-9810 or wvanhemert@aidspartnership.org; for information about the Annual Campaign, contact Curtis Lipscomb, Development Director at 313-446-9809 or clipscomb@aidspartnership.org .

## About AIDS Partnership Michigan:

As one of the state's oldest and most respected AIDS organizations, AIDS Partnership Michigan has been fighting HIV/AIDS for 27 years. APM offers a range of effective prevention programs including support groups, youth groups, workshops for various affected and infected individuals, as well as manning the Michigan AIDS hotline. They also conduct on-site and community-wide HIV testing and counseling; as well as providing case management services for people living with HIV/AIDS in the Southeast-Metro Detroit area. APM returns .92cents on every dollar raised toward helping to prevent the disease and assisting those affected by it, an exceptionally efficient ratio for a nonprofit.

Introducing AIDS Partnership Michigan's new Community Mobilization Project Staff: Wil Bowen, Project Associate (left) and Bill VanHemert, MSW, Project Manager (right). (Reference: attached photo)

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