

Life Ball 2018 starts selling tickets on Tuesday April 24, 2018 and announces its first stars

Vienna. Right on time before the launch of the ticket sales on Tuesday April 24, 2018, the Life Ball organization office announces the first prominent congratulators for the 25th Life Ball: **Paris Jackson**, **Charlize Theron**, and **Dame Shirley Bassey** are the first confirmed big names for June 2, 2018 at Vienna City Hall.

Actress, model, and activist **Paris Jackson**, daughter of 'King of Pop' Michael Jackson, comes to Vienna representing the *Elizabeth Taylor AIDS Foundation (ETAF)*. She has been working with her godmother's foundation to raise awareness for HIV/AIDS worldwide. She will also receive this year's LIFE+ Award along with Joyce Jere, the GAIA Country Director in Malawi, on behalf of the *GAIA Elizabeth Taylor Mobile Clinics*. "35 million people have died of related causes since the AIDS epidemic began in the '80s, yet people are still afraid to talk about it because of the stigma attached. People don't even want to be near someone that has HIV, even if that person has the medications required to prevent transmissions. I'm passionate about ending the stigma and misinformation surrounding HIV/AIDS, and that's why I have made it a mission of mine to continue this fight for acceptance and a cure. I'm so proud of the work ETAF is doing, and for receiving the LIFE+ Award! The grant from Life Ball will go towards this life-saving work," says Jackson.

For Oscar® and Golden Globe winner **Charlize Theron**, this is already her second time at the Life Ball as a representative of her organization, the *Charlize Theron Africa Outreach Project*. "She is doing extraordinary work with her youth initiatives in her home country South Africa. I had the opportunity to see the sustainable impact of her work myself. Therefore, it is a great pleasure to welcome Charlize Theron at our anniversary in Vienna," says chairman and Life Ball organizer Gery Keszler. "I'm excited to be coming back to the Life Ball, particularly because this is such a special year as it's the 25th anniversary of this amazing celebration. The energy and commitment of the crowd is inspiring and everyone leaves with a renewed commitment to fighting this virus and living life to the fullest. I'm so happy that the *Charlize Theron Africa Outreach Project* has received such incredible support from LIFE+. Our work in supporting youth to keep themselves safe from HIV continues to be energized by this special weekend and the passion that drives it," says Theron.

Having **Dame Shirley Bassey** coming to the anniversary of the Life Ball on June 2, 2018, is a very special pleasure for Gery Keszler. She will be representing amfAR, the *Foundation for AIDS Research*, one of the longest-standing partners of Life Ball.

"Having the opportunity to welcome the icon and unique artist Dame Shirley Bassey at this special Life Ball is like a unique birthday present and an award in itself for 25 years of fighting against HIV/AIDS," says Keszler.

Shirley Bassey's unforgettable interpretations of James Bond title songs for *Goldfinger*, *Diamonds Are Forever*, and *Moonraker* are timeless classics. Her unique voice continues to fascinate and consistently graces international hits (e.g. "The Rhythm Divine" by Yello, "Disco La Passion" with Chris Rea or "History Repeating" by the Propellerheads).

This means that this year's **LIFE+ SOLIDARITY GALA** will be star-studded as well. The strictly limited amount of tickets for this exclusive gala banquet, where guests have the opportunity to dine with VIP guests right before the Opening Ceremony of the Life Ball, are only available directly from the Life Ball office.

If you want to contribute to turning the message "Together we can end AIDS" into reality and experience the 25th Life Ball as it happens you can secure one of the sought-after Life Ball tickets from WIEN-Ticket (www.wien-ticket.at), the official ticketing partner of the Life Ball. Only 3,780 tickets will be available.

For further information on ticket campaigns & specials go to www.lifeball.org and www.facebook.com/LifeBall.

About Life Ball

Life Ball was the first AIDS charity event worldwide to take place in a governmental building, the Vienna City Hall, which still remains the ball's venue. Since its premiere in 1993, Life Ball has been actively fighting the taboo of HIV and AIDS in society. Thus, life is celebrated at a glamorous party every year during Life Ball. Furthermore, discrimination and intolerance are rejected, and a loud signal for the fight against HIV and AIDS is transmitted, which may be heard far beyond national boundaries.

Life Ball has been organized by AIDS LIFE, now named LIFE+, an independent non-profit association founded in 1992. Its mission: to raise public awareness for HIV and AIDS, to light a beacon of solidarity with people affected by HIV/AIDS and to generate as much funds as possible to support help-projects in the world's most affected regions.

As Austria's biggest fund-raiser for HIV/AIDS projects, LIFE+ and its work has gained an important status on an international level as well. In the report Philanthropic Support to Address HIV/AIDS in 2016 by Funders Concerned About AIDS, LIFE+ was ranked 13th of all European fundraisers.

PRESS CONTACT:

presse@lifeball.org

LIFE+ | LIFE BALL

Verein LIFE+

Werdertorgasse 1, 1010 Wien

T +43 1 5955600 - 20, F + 43 1 5955677