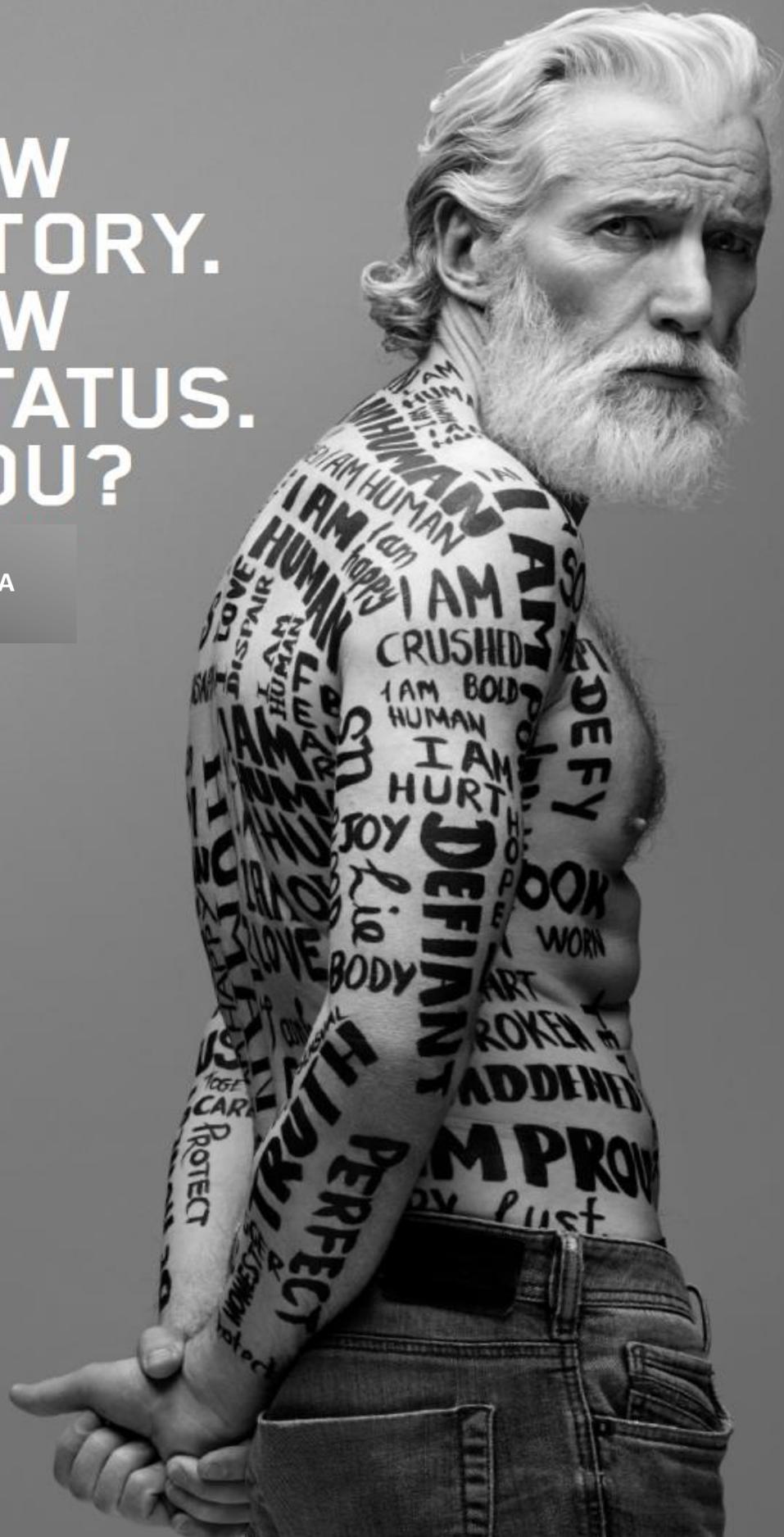


I KNOW MY STORY. I KNOW MY STATUS. DO YOU?

PRESS CONFERENCE

LE MÉREDIEN VIENNA

MAY 16, 2018



Life Ball Press Office:

Tel +43 (0) 1 595 56 00 20, Fax +43 (0) 1 595 56 77, presse@lifeball.org
www.lifeplus.org | www.lifeball.org

Printed with love by **druck.at**



Graphics & Layout: **Gaby Lucano**
Art Director: **Michael Balgavy**

Cover: © **Rankin, 2018**. Model: **Aiden Brady** / © **Rankin, 2018**. Model: **Eva Herzigová** / © **Rankin, 2018**
Campaign Design: **Merlicek & Grossebner**
English Translation: **Globe Comm Translation Services**. Editing: **Arrizu Sirjani**

Photos of the press conference can be found in the photo library of Life Ball at <https://media.lifeplus.org>,
a voluntary service by **mediamid digital services GmbH**

Table of contents

✿ KNOW YOUR STATUS 2018 CAMPAIGN	6
✿ Background: Facts and figures	8
✿ International AIDS conference	12
✿ RANKIN shoots campaign for Life Ball 2018	12
✿ Texts by Eva Herzigová:	13
✿ Text by Aiden Brady	14
✿ The Life Ball ambassadors and their topics	18
✿ Doctors & Patient folder	20
✿ Sponsors and partners of the campaign <i>Know Your Status 2018</i>	24

KNOW YOUR STATUS 2018 CAMPAIGN

The background

Taking an HIV test to know your own immune status is the first step towards controlling HIV/AIDS. The transmission rate of HIV is still high. Even though great progress has been made in combatting HIV and AIDS, stigmatization and discrimination continue to hinder further progress needed to end the epidemic.

The campaign

In 2017, the inaugural *Know Your Status* campaign focused on the UNAIDS 90-90-90 targets – the first of which is that 90% of people living with HIV know their status by 2020. In 2017, the inaugural *Know Your Status* campaign focused on the UNAIDS 90-90-90 targets – the first of which is that 90% of people living with HIV know their status by 2020. The objective was to normalise HIV testing to become part of routine health care. The campaign started on World AIDS Day 2016 with the message that only those who regularly have their immune status tested can be treated on time and can take the appropriate measures to prevent unknowingly passing the virus onto others. Even with the ability to detect earlier and diagnose easier, the discrimination and stigmatization associated with the virus is still stopping people from getting tested or treated for HIV.

The local AIDS help groups were intensively involved in the *Know Your Status* campaign. The mobile testing stations were well received by society, helping to initiate a more open conversation about the virus and used by a large number of people. During the period of the poster campaign compared to the previous year, the demand for HIV consultations grew and Aids Hilfe Vienna saw a 20% increase in the number of HIV tests given. The campaign was often cited as the catalyst for HIV testing. "Due to the huge success of the Know Your Status campaign, we decided to continue the campaign in 2018 with extended objectives for the campaign and to build on the progress made so far. The objective is to attract even more attention with a clear message and a visually illustrative strategy," says Gery Keszler, confirming the continuation of *Know Your Status*.

The continuation of the *Know Your Status* campaign also focuses on the second UNAIDS 90-90-90 objective, **according to which, 90% of people with HIV who know their status are on antiretroviral treatment.**

Therefore, this year's Know Your Status campaign focuses predominately on increasing awareness about what it means to have a HIV-positive diagnosis from a personal, societal, and medical standpoint. This requires information on the correct preventive measures that should be taken after receiving a negative diagnosis in order to continue to be HIV-negative. The campaign will also highlight the proper preventative measures one should take after receiving a negative diagnosis in order to remain HIV-negative.

All campaign activities are scalable, replicable and relevant in Europe and across the globe.

1. Projects with International partner organisations - Fund community-led, government-supported projects that scale-up the availability of HIV services in high-risk areas, address the needs that come after getting tested, whether that be preventative care or treatment, and promote stigma and discrimination free environments.

- ✿ amfAR
- ✿ Broadway Cares / Equity Fights AIDS
- ✿ Charlize Theron Africa Outreach Project
- ✿ Dream for Future Africa Foundation
- ✿ The Elizabeth Taylor AIDS Foundation
- ✿ Elton John AIDS Foundation
- ✿ The Global Fund to Fight AIDS, Tuberculosis and Malaria
- ✿ Sentebale

2. Testimonial and PR Campaign – This pertains to large-scale testimonial campaign on social media and a poster campaign photographed by world-famous photographer RANKIN featuring stars like Eva Herzigová and Aiden Brady.

The campaign is actively supported by **Gilead**. As an international pharmaceutical company, Gilead ranks amongst one of the driving forces in combatting HIV/AIDS and is efficiently pursuing its common goal with awareness and educational advertising on another front for the Know Your Status campaign.

"Needless to say that over the last 35 years, HIV has transformed itself from an often fatal disease into a treatable, chronic disease, thanks to the investment and research efforts of companies like Gilead," says Clemens Schödl, General Manager of Gilead Sciences GmbH in Austria. "But the fact that nearly 50% of new infections are caused by people who are not aware of their condition, must give us a "wake up call" and force us to take action!"

The bandage campaign was also brought up to speed for the *Know Your Status 2018* campaign. For this, national and international personalities are photographed with their campaign bandage after their HIV test, just like it was done by Uma Thurman, Tatjana Patitz and Kate Winslet during the first *Know Your Status* campaign, 2017. The new bandage campaign is supported by **Rauscher Consumer Products GmbH**.

3. HIV testing in Austria – This is carried out in collaboration with our partner non-profit organisations, federal and local authorities and our business sponsors on site to increase the number of test sites in Austria and thus make the programme more accessible to society. The mobile test stations of **Aids support groups** have also been deployed at selected events and also at the Life Ball. From 18:00 to 22:00 hrs., the test station at the Rathausplatz (city hall square) is accessible, followed by the test station in the city hall (22:00 to 02:00 hrs.).

4. Youth education and LIFE BALL NEXT GENERATION – The goal is to strengthen youth education programs and Life Ball Next Generation, in collaboration with our local partner organizations and Austrian Federal Ministries such as, the Ministry of Health and Ministry of Education.

Background: Facts and figures

- ✿ Of the 36.7 million people living with HIV worldwide in 2016:
 - 70% know their status
 - 77% of people who know their status are undergoing treatment
 - 53% of people with HIV who know their status are on antiretroviral treatment
- ✿ 19.5 million people with HIV took anti-retroviral therapy worldwide in 2016
- ✿ 1.8 million people became infected with HIV worldwide in 2016 - which means that worldwide, there were around 5,000 new infections on a daily basis in 2016
- ✿ 1 million people died in 2016 due to AIDS-related illnesses
- ✿ Only those who regularly check their immune status can be treated on time or receive access to preventive measures and can no longer pass the virus on to others unknowingly

Objectives

- ✿ Reduce stigma and discrimination associated with the virus
- ✿ Decrease barriers to the cascade of HIV-related health services
- ✿ Increase the number of people accessing antiretroviral therapy in 2018

Fast Track Cities Initiative (FTCI)

- ✿ This international initiative was founded on World AIDS Day 2014 (December 1, 2014) in Paris by the following organisations:
 - ✿ The City of Paris
 - ✿ The International Association of Providers of AIDS Care (IAPAC)
 - ✿ The Joint United Nations Programme on HIV/AIDS (UNAIDS)
 - ✿ The United Nations Human Settlements Programme (UN Habitat)

Cities are joining hands for this initiative, committing to fulfil the 90-90-90 targets along with zero discrimination and zero stigmatisation objectives by signing the Paris Fast-Track Cities Declaration for putting an end to AIDS.

IAPAC, UNAIDS, UN-Habitat, and the City of Paris - in collaboration with local, national, regional, and international partners and stakeholders - help committed fast-track cities build upon their existing HIV programs and strengthen their AIDS response.

Objective of the Fast-Track Cities Initiative (FTCI)

Each member of the Fast-Track Cities should reach the 90-90-90 targets as well as the objectives of zero discrimination and zero stigmatisation, so that AIDS will no longer pose a threat to public health by the year 2030.

In order to achieve these objectives, representatives of the city government, health services, civil society, non-profit organisations and the affected communities come together by the support of IAPAC to improve and expand

the city's AIDS facilities and programmes. As of 4 April 2018, more than 90 cities around the world have signed the Paris Declaration on Fast-Track Cities Ending AIDS, committing themselves to accelerate their local AIDS responses.

What does FTC mean for Vienna?

Vienna joined the FTC initiative in May 2017, making it one of twenty-two European cities. By joining FTC and actively working to achieve the target goals, Vienna has made an important statement about its commitment to improving health care, quality of life, and human rights for its citizens. Though FTC focuses on building the city's resources, services, and response to the AIDS epidemic, the process of doing so also improves and strengthens other aspects of Vienna's health care system that will benefit the population as a whole.





International AIDS conference

For many years, LIFE + has been committed to global initiatives as a partner of international organisations such as UNAIDS and The Global Fund to Fight AIDS, Tuberculosis and Malaria. When the International AIDS Conference was held in Vienna in July 2010, LIFE + played a significant role in the planning, organisation and implementation of the general events for the conference as well as the LIFE BALL that year. LIFE + will be represented once again at the International AIDS Conference 2018 in Amsterdam.

Life Ball at the health symposium 2018 in Alpbach

Gery Keszler will accept the invitation of the Austrian Pharmacist Association and take part in a partner session as guest and speaker. The 2018 health symposium will take place from August 19 to 21. One of the topics of the session is the introduction of HIV tests in pharmacies in order to optimise care for patients, sensitise young people to the topic and make the potential of pharmacies more transparent as a "Point OF Care" in this context.

RANKIN shoots campaign for Life Ball 2018

For the *Know Your Status 2018* campaign, the models authored the statements themselves, which were then painted on their bodies. A direct and honest handling of HIV/AIDS takes the spotlight and features the hashtags **#knowyourstatus_lifeball** and **#behonest**.

The campaign is brought to life and made public in Austria on 16 May 2018 with the help of our powerful partners. The **ORF** takes care of "**Social spots**" on television, while **Ö3** works together with **Durex** to ensure optimum impact of campaign with radio commercials. The compellingly beautiful photos were transformed into the poster and advertising campaign by the agency **Merlicek & Grossebner**, which is being implemented on a large scale in cooperation with **KULTUR-FORMAT**, a 100% subsidiary of Gewista. **Wiener Linien** is also facilitating efficient, visually augmented support to the Know Your Status 2018 campaign: by July 22, 2018, an entire tram line set will be on track for the 25th Life Ball. The sponsoring association of the Life Ball - LIFE + also receives support at the political level, alongside **Federal Ministry for Labour, Social Affairs, Health and Consumer Protection**.

RANKIN became known worldwide as the publisher and founder of the ground-breaking monthly magazine *Dazed & Confused* with Jefferson Hack in 1992. Both as a photographer and as a director, RANKIN has designed trend-setting advertising and promotional campaigns. His work includes campaigns for some of the largest and most famous publications, brands and charity organisations. His photos have featured on the covers of magazines like

Elle, Vogue, Esquire, GQ, Rolling Stone and *Wonderland*. RANKIN is on the move worldwide to create effective campaigns both as a photographer and as a director for his work with charity organisations.

“We needed a campaign with serious visual impact to get people’s attention and make them reassess their assumptions. With this in mind we decided straight away that the words on the skin had to be real. Visually it’s so much more effective, but also I hate cutting corners and for such an important cause anything superficial just wouldn’t feel right,” says RANKIN explaining his overall approach for the *Know Your Status* campaign.

Texts by Eva Herzigová:

I am maternal
I am a fighter
I am a child
I seek the truth
I am scared
I am alive
I am grateful
I am silly
I am mad
I am hungry
I am woman
I am brave
I am laughter
I am love
I am life
I am never too late
I am honest
I am full of choice
I am always learning
I am always me
I am tested

Text by Aiden Brady

I am human

Too impatient, careless & irresponsible

Yet, not compassionate, sympathetic, or tactful enough

Sometimes I take things & people for granted

I'm too hard on myself & I'm too soft on myself

I'm bold, & not bold enough I despair at others, but remain uninvolved

I keep love away, but cry at romantic films

My heart has broken, my soul beat, & my mind so worn down that I leave this all as it is

I don't read or create enough

But I get fucked-up

Binge watch crap

Eat sugar

Waste time

Break laws Ignore rules

Drink wine

Yet still, I try to be honest

"I started supporting Life Ball three years ago as a model for their fashion show. After last year, it was important for me to get involved more and help the organization beyond my part at the event. I am glad to be part of the *Know Your Status* campaign to help raise awareness and end the social stigma still associated with HIV and AIDS."

– Aiden Brady

The Life Ball ambassadors and their topics

This year for the 25th Life Ball, a Life Ball family was cast for *An Homage to The Sound of Music*. It will support the Life Ball team, its concerns as an ambassador through the jubilee year and will be part of the opening show at the charity event on June 2, 2018. In addition to Conchita as Miss Maria, actor and theatre director Herbert Föttinger takes on the role of Captain Georg von Trapp. The family choir is completed by Vera Doppler as Liesl, Markus Freistätter as Friedrich, Zoe Straub as Louisa, Nathan Trent as Kurt, Verena Altenberger as Brigitta, Rose Alaba as Marta and Missy May as Gretl.

Vera Doppler & Nathan Trent: 90-90-90 objectives and *Know Your Status* Campaign

What is 90-90-90?

A concept and set of targets for combatting the HIV/AIDS epidemic presented by UNAIDS in 2013.

- ✿ 90 % of people with HIV know their status by 2020
- ✿ 90 % of people who know their status will be receiving anti-retroviral treatment (ART) by 2020
- ✿ 90 % of all people with HIV who undergo anti-retroviral therapy achieve viral suppression* by 2020

* *Viral suppression means that a person's viral load - or the number of viruses in the blood of an HIV-positive person - is below the detection limit.*

The message of *Know Your Status*:

Only those who regularly check their immune status can be treated on time or given preventative measures, and can no longer pass the virus onto others without even realising it. In this year-round campaign, LIFE + worked with local authorities, four Austrian ministries, as well as international and national partner organisations to create awareness on HIV/AIDS in communities, increase the number of available test sites and promote them; and to change society's attitude towards it all.

This year's KYS campaign also focuses on the second 90-objective (90% of people with HIV who know their status are undergoing anti-retroviral treatment).

Herbert Föttinger & Conchita: Fast Track Cities Initiative

Cities are joining hands for this initiative, committing to fulfil the 90-90-90 objectives alongside zero discrimination and zero stigmatisation objectives by 2020 by signing the *Paris Fast-Track Cities Declaration* for putting an end to AIDS. Each member of the Fast Track Cities should achieve the 90-90-90 objectives as well as the objectives of zero discrimination and zero stigmatisation by 2020, so that AIDS will no longer pose a threat to public health by the year 2030.

Miss Candy & Zoe Straub: Prevention - Tests, Condoms, PrEP, PEP

There is no one prevention method that can single-handedly put an end to the HIV epidemic.

Several methods have proven to be very effective in protecting against HIV and reducing HIV infection risk, including:

- ✿ HIV testing
- ✿ Condoms for men and women
- ✿ The use of pre-exposure prophylaxis (PrEP)

Markus Freistätter & Verena Altenberger: Anti-retroviral treatment - ART and U=U

Antiretroviral treatment (also known as anti-retroviral therapy or ART) saves lives. By that, we mean the medications for the treatment of HIV and the protection against HIV-related illnesses and adverse effects.

What does U=U mean?

Undetectable = Un-transmittable (not detectable = not transferable)

With effective treatment, people with HIV can achieve a viral load below the detection limit. This concerns an effective treatment programme that keeps the viral load permanently below the detection limit thus prevents the transmission of the virus to your sexual partners.

Zoe Straub & Rose Alaba: engagement, education and empowerment

LIFE BALL NEXT GENERATION

The future of the AIDS epidemic lies in the hands of today's youth. Therefore, in 2017 the LIFE BALL NEXT GENERATION was introduced as an innovative concept that involved the younger generation as well.

The objectives of the NEXT GENERATION of LIFE BALL:

The objectives pursued by the LIFE BALL NEXT GENERATION are raising awareness of the HIV / AIDS epidemic, playfully engaging young generation in the battle against HIV/AIDS and promoting the education of young Austrians on sexual health.

LIFE BALL NEXT GENERATION comprises two pillars:

LIFE BALL NEXT GENERATION Peer educator programme: In the two-day seminars led by Youth Against AIDS registered association, young people are educated about HIV. Following the workshop, the newly trained peer educators returned to their schools with the necessary skills, tools, and informational material to organize 3-hour workshops for their classmates.

LIFE BALL NEXT GENERATION - The Event: This will take place the day after the Life Ball (June 3, 2018) in the Vienna city hall.

"I am convinced that the family builds the foundation of life. These family ties are not formed by blood, rather are born in hearts. On their safe foundation, we train our relationship skills, social skills and tolerance. I would love for the society to accept alternative relationship models - especially of same-sex couples," said Gery Keszler, CEO LIFE+ and Life Ball organiser.

Doctors & patient folder

The folder provides a quick and easy introduction to the most basic information every patient may need to make the decision to get tested. It includes a short questionnaire to find out if you are at risk and where to get tested.

Since the *Know Your Status 2018* campaign focuses on the steps to take after your diagnosis, it also features organizations who can help diagnosed patients to get the psychological, medical, and if necessary financial support they need to live their lives and prevent future infections.

Partners & ambassadors of the campaign

Gilead

For the first time in the 25 years of Life Ball history, right around the time of Life Ball and the *Know Your Status* campaign, LIFE + is partnering with a pharmaceutical company: Gilead Sciences. It is a part of fulfilling social responsibility for the US-American company, in which the Austrian expat Norbert W. Bischofberger heads the scientific endeavours as Research Director (*Chief Scientific Officer*).

"Gilead is an ideal partner for this," says Gery Keszler. "Gilead's commitment to numerous international programmes is quite impressive. It clearly demonstrates that the sponsorship of the Life Ball is done with the most sincere interest and is not a poor cover up for barren morality."

Austrian Airlines

This year, Austrian Airlines is flying prominent Life Ball guests, international celebrities and press representatives with Austrian airlines from New York to the Life Ball in Vienna. Around 200 VIPs will be flying with Austrian flight OS 1088 for the first time at 07:50 hrs on June 1, 2018 from **Salzburg airport**, where they will be greeted by the drivers of amfAR's EpicRide to Life Ball. Then it continues onto the **Vienna airport**, where the Life Ball plane lands at 9:45 hrs to be part of the exclusive ball on June 2, 2018. After the mega-event, Austrian airline flies the celebrities back to New York. With the financial support of Vienna tourism, Austrian airline has branded a Boeing 767 especially for the 2018 Life Ball. Austrian Airlines stands by its social and societal responsibility and supports, charitable and social organisations, institutions and projects with worldwide relevance. The Life Ball is one of the

projects in which the domestic airline corroborates its commitment. For eleven years, Austrian airline has been bringing numerous, prominent supporters for the battle against AIDS to Vienna.

Absolut



The proud partner of the Life Ball 2018 - Absolut presents an exclusive **Absolut Life Ball** edition in violet, blue, green, yellow, orange and red. The colours of rainbow stand for peace, tolerance, diversity, equality, and social responsibility. These are the values that Absolut Vodka is committed to. **The first all-Austrian Limited Edition of the Swedish Premium Vodka will be presented just in time for the Life Ball 2018.** It is available from April in the well-stocked Austrian food retail industry and will also be present in the catering industry. For the first time ever, Lars Olsen Smith, the founder of Absolut, who adorns the emblem of every Absolut bottle worldwide - has switched places with the Red Ribbon. With a total of 60,000 bottles in Austria, it is limited and is eagerly awaited by collectors and connoisseurs.

Wiener Linien

Wiener Linien is supporting the *Know Your Status* campaign with an entire tram line set in the style of the campaign, which will be on track by July 22, 2018. The Life-Ball tram line will make its most sensational appearance on June 2, bringing the 100 members of the Life Ball family to the Opening Ceremony of the Life Ball, where they walk the Red Carpet in style with their opulent, extravagant costumes.



Vöslauer



The LIFE+ campaign *Know Your Status* creates awareness for the ongoing worldwide fight against AIDS and what we can do to stop it, because far too many people have not undergone tests or are unaware of steps necessary to be taken after diagnosis. Vöslauer supports this initiative with absolute conviction, attempting to create more awareness. That's why Vöslauer advertises an appeal to get tested on their 1.5 liter PET bottles as a part of the campaign. From the end of May, 1.5-liter PET bottles of Vöslauer urge you to:

Know Your Status!

ING-DiBa



As a bank partner, ING-DiBa Austria is running the new donations account for LIFE+. Donations to the IBAN AT15 1936 0004 5443 0025 (BIC INGBATWW) will be for the benefit of well-known relief organisations working for people affected by HIV and AIDS at home and abroad and by extension for the common objective of "Combatting AIDS & Celebrating Life".

Ludwig Reiter shoe manufactory



The Ludwig Reiter shoe manufactory and LIFE + have co-developed a bag, the 'Statement Bag' for the 25th anniversary of the Life Ball. It is handmade from real leather in Vienna and has a special slot for a positive/negative message. The Statement Bag will be presented for the first time at the Life Ball and will initially be sold as a limited edition. 30% of the sales will go to LIFE +. The bag is also available in the Ludwig Reiter stores as well as the online stores.

Durex

The global expert for sexual health and well-being presents itself again in 2018 as an official partner of the Life Ball, standing symbolically against AIDS. "For more than 88 years, Durex has been committed to improving knowledge and awareness about sexually transmitted diseases, including HIV and AIDS, and its channels of transmission. That is why, it is a great pleasure for us to be able to support the Life Ball and its important message again this year," says Wolfgang Loacker, Sales Director Austria RB.

Suzuki



As a mobility partner of the Life Ball 2018, Suzuki will be presenting 25 vehicles designed exclusively in the style of the campaign to mark its 25th anniversary. Prominent performers and representatives will be presented in a delightful and stylish manner on June 2, 2018 in the City Hall Square in models of the Suzuki VITARA and Suzuki SX4 S-CROSS line.

Sponsors and partners of the campaign

Know Your Status 2018

We sincerely thank

Absolute

Albin Scheucher graphic design

Austrian Airlines

Federal Ministry of Labour, Social Affairs,

Health and consumer protection

CITYAPP.WIEN

druck.at

Durex

DWTC Balgavy

CULTURE FORMAT

Gilead

Hitradio Ö3

ING-DiBa

Ludwig Reiter Schuhmanufaktur

Gaby Lucano

MAC Cosmetics

MEGABOARD

Merlicek-Grossebner

ORF

Österreichische Aids Hilfe

Ploner Communications

Rauscher Consumer Products

Schwarzkopf Professional

SUZUKI AUSTRIA

Vöslauer

WebArtists G. Temel KG

Wiener Linien

