LIFE BALL
NEXT GENERATION
SUPPORTED BY DOCLX

ON JUNE 3rd
IN THE VIENNA CITY HALL

AN INITIATIVE BY:

YOUTH AGAINST AIDS

PRESS CONFERENCE
LE MÉREDIEN | VIENNA MAY 16, 2018
Table of contents

 Statements ................................................................................................................................. 6
 The concept ............................................................................................................................... 8
 NEXT GENERATION ACADEMIES .......................................................................................... 9
 Peer Education as a contemporary prevention strategy ......................................................... 11
 What is special about the LIFE BALL NEXT GENERATION? .............................................. 12
 What is the philosophy of the LIFE BALL NEXT GENERATION? ....................................... 13
 Who is the LIFE BALL NEXT GENERATION aimed at? ..................................................... 13
 Facts ......................................................................................................................................... 14
 The programme ......................................................................................................................... 15
 Tickets for the LIFE BALL NEXT GENERATION ................................................................. 16
 We sincerely thank .................................................................................................................. 17
LIFE BALL NEXT GENERATION enters in second round on June 3, 2018

The LIFE BALL NEXT GENERATION is a kick-off for Austria-wide workshop programme to educate future generations.

On 3 June 2018, the LIFE BALL NEXT GENERATION, a joint project between LIFE+ and Youth against AIDS reg. association (YAA) will be held for the second time in the Vienna City Hall. The LIFE BALL NEXT GENERATION has set the goal of realising the vision of a generation free of HIV/AIDS. The LIFE BALL NEXT GENERATION will receive strong global support this year from spokespersons of international partner organizations for the panel discussion "The Power of the Next Generation: Youth Engagement in the Fight to End AIDS" at the LIFE BALL NEXT GENERATION, which will be held at 19:30 hrs in the grand banquet hall. Sibu for the HER - HIV Epidemic Response Initiative of The Global Fund to Fight AIDS, Tuberculosis and Malaria, and two Austrian young people who volunteer as Peer Educators will also be participating. It is moderated by Corinna Milborn.

Statements

Gery Keszler, CEO LIFE+ and Life Ball Organiser:
“I have always noticed that the topic of HIV/AIDS is barely mentioned, especially among young people, although they have access to more knowledge and could be better protected than ever before. This fall, with the LIFE BALL NEXT GENERATION and the subsequent Academies, we want to re-establish the foundation for a responsible approach to the disease. We can move closer to the goal of ending HIV/AIDS only if the future generation is aware of the danger."

Daniel Nagel, Chairman of the Youth Against AIDS Board:
“The LIFE BALL NEXT GENERATION is where the enlightenment of the issue at hand is completely at par with an unforgettable party for all young people involved. After the successful premiere in Vienna this year, we want to give students throughout Austria the chance to become part of the action. Our generation can be free of HIV/AIDS, if it is educated via working on an equal footing with the current reality. That is precisely what we work for.”

Federal Minister Heinz Fassmann, Federal Minister of Education, Science and Research
“Lack of education makes young people particularly vulnerable to HIV and other diseases. Much has already been done in our schools to warn children and adolescents of the dangers of AIDS and HIV. That’s why I supported the LIFE BALL NEXT GENERATION and the prevention work done here.”
Paris Jackson, Ambassador of The Elizabeth Taylor AIDS Foundation (ETAF):
“Unfortunately, HIV and AIDS are not yet a thing of the past, and the best approaches for combatting the virus are prevention and education. I want people to know that it's important to get tested and know their status. If you are HIV-positive today, the treatment may save your life, unlike the early days of the epidemic. If you start taking the treatment and continue at it in a sustained fashion, the body can suppress the virus to the extent that there is virtually no risk of transmission via sexual intercourse.”

Susanne Riess, Director General Bausparkasse Wüstenrot AG
“HIV/AIDS is still a taboo subject despite decades of painstaking educational work: irrationality, ignorance and intolerance are the powerful opponents when battling against HIV/AIDS. The LIFE BALL NEXT GENERATION initiative has set the goal to reach the youth via peers of the same age, and to optimally inform and educate them. The involvement of the youth will bring us one step closer to our goal of a generation free of HIV/AIDS.”
On behalf of the Wüstenrot Group, I confirm my support to LIFE BALL NEXT GENERATION with the utmost conviction."

Daniela Linzer, stv. Program Director KRONEHIT:
“KRONEHIT is very proud to be part of the LIFE BALL NEXT GENERATION. Prevention and education for protection against HIV infection is a matter of deep concern for us and also makes for essential content for our target group. We are happy to support this exceptional event and look forward to a great party at the LIFE BALL NEXT GENERATION”.

The concept

The event, taking place on June 3rd is the kick-off for all those young people from the age of 16, who want to get involved as Peer Educators. The LIFE BALL NEXT GENERATION is the first opportunity for many young people to get a whiff of the Life Ball air. Analogous to the reference picture, there will be dance performances with national stars, influential entities, and various show acts for a good cause. Among others, the blogger Michael Buchinger, the YouTube stars Die Lochis and the Dutch DJ Lady Bee and the Austrian newcomer Wild Culture will perform at the LIFE BALL NEXT GENERATION. At the evening of the ball, the young recruits will have the opportunity to get informed about the possibility of participating in the NEXT GEN ACADEMIES in autumn 2018. You can register online or later online for two-day training seminars in Vienna, Salzburg or Innsbruck.

“After many legendary parties, I am pleased to return to the Vienna City Hall and to stage an event of superlatives with stars of today such as the YouTubers 'Die Lochis', which are one of the biggest online phenomena in the German-speaking world. What is particularly honourable is the commitment to the important issue of the Life Ball: Together with Gery Keszler, we want to sensitise young people to the topic of HIV with an exceptional event of international format. As the largest youth marketing agency in Austria, we rely on our digital channels in addition to LIFE BALL NEXT GENERATION in order to create sustainability via an unforgettable night,” says Alexander Knechtsberger, CEO of DocLX Holding.

This year’s LIFE BALL NEXT GENERATION is being developed in cooperation with Bausparkasse Wüstenrot AG, Almdudler and promotional support is extended by KRONEHIT, which will also be advertising the event in advance. In order to get the maximum possible number of audience excited about this event, KRONEHIT will be accompanying the LIFE BALL NEXT GENERATION throughout Austria with specially assigned radio spots, thereby ensuring that the maximum possible number of audience are informed of this change.
Gilead

Gilead was the first and only pharmaceutical company to sponsor the Life Ball last year.

Gilead supports numerous HIV education, testing and treatment initiatives in Austria and around the world.

Clemens Schödl, General Manager Gilead Austria:
“We at Gilead are convinced that the virus can be stopped. However, we need a holistic approach to this end, which focuses on the prevention of future infections and, on the other hand, helps people with HIV achieve a better quality of life. Campaigns such as 'Know Your Status' are important in addressing the most vulnerable groups and achieving 90-90-90 targets of UNAIDS by 2020.”

Gery Keszler:
“Marking the 25th anniversary, I am glad that we again have Gilead as a key partner. It is a testament to the success of our partnership that started last year, and to our faith in our common goals.”

NEXT GENERATION ACADEMIES

The LIFE BALL NEXT GENERATION, together with the Federal Ministry of Education, Science and Research, the Ministry of Social Affairs and Youth Against AIDS reg. association urges all students to register for the free of cost, two-day education programme for peers till September 16 at lifeball.org/nextgeneration on the following dates:

September 29 and 30, 2018: Vienna
October 7 and 8, 2018: Innsbruck
October 12 and 13, 2018: Salzburg
Peer Education as a contemporary prevention strategy

The Enlightenment Project Positive School (PPS) of Youth Against AIDS provides sexual education for 14-19 year olds. YAA speaks openly at eye level with peers about issues that are often riddled with shame and embarrassment. PPS creates a place for teens to voice their questions and concerns. They receive target-group-oriented honest answers that re-define the topic of sexual education.

The English term "Peer Education" is internationally known in the field of AIDS education. However, it is difficult to translate it into other languages because of the word "Peer". The word originated in England several hundred years ago and referred to belonging to one of the five nobilities of that time. In modern Webster Dictionary, the term reads as follows: "one that is of equal standing with another; one belonging to the same societal group especially based on age, grade or status ". Peer Education is hence means the enlightenment from equal to equal. The members of such a social group or social status keep each other informed.

During peer interaction, learning and social influences play an important role. Already in the early 19th century, these observations were systematically implemented by developmental psychology for the first time. Schoolchildren were taught to give lessons to other classes in the subjects they had already covered. Economic considerations acted as the driving force behind the development of this system, as the financial expenditure of working with schoolchildren was much lower than that of professional teachers.

In peer education approaches, specially trained young people educate a group (for instance, school classes, visitors to a youth leisure centre, apprenticeship groups, etc.) about a particular topic. In addition to the pure dissemination of knowledge, attitudes, behaviour, values and social norms are also reflected by the peers. In this way, the attitudes and behaviours are imparted to the target group, for instance regarding individual usage mannerism of certain contraceptive.
Therefore, Peer education approaches rely on the multiplication effect of the peers. This means that the knowledge conveyed to the individual members of a group is imparted by them to other group members, thus multiplying among the target group. The starting point for new peer education initiatives is often the problems experienced in schools. Non-governmental organisations, such as self-help organisations or youth organisations are also launching peer education projects. Preferred areas of application so far are smoking prevention, drug prevention, sexual behaviour and mannerism of contraceptive usage and AIDS prevention.

What is special about the LIFE BALL NEXT GENERATION?

- LIFE BALL NEXT GENERATION benefits from over 500 national and international media representatives reporting on the Life Ball in Vienna
- The programme is specifically aimed at young people from 16 years of age and up
- The day after Life Ball, a youth party is celebrated by up to 2,000 teenagers from 18:30hrs to 01:00 hrs
- LIFE BALL NEXT GENERATION affiliates important educational programmes at schools / educational institutions with a unique kick-off event involving young people
- For the first time in Austria, interested students have the opportunity to undergo free peer training within the framework of the LIFE BALL NEXT GENERATION in cooperation with YAA and to perform important preventive work directly at schools
- Specially designed two-day seminars create networks among young people across all of Austria, who carry the idea of educating peers further back at their schools
- Every young Austrian 16 and older can be part of this unique prevention project.
What is the philosophy of the LIFE BALL NEXT GENERATION?

- Together, YAA and LIFE + are committed to a liberal, open-minded, diverse and enlightened society.
- The LIFE BALL NEXT GENERATION focuses specifically on primary prevention among young people.
- In order to provide additional sexual education to the largest possible group of young people, interested young people from the age of 16 are first trained as peer educators so they can then pass on their acquired knowledge, skills and materials to their classmates.
- Thereby communicating a variety of topics (sexuality, sexual identity, safe sex, etc.) at eye level.
- The idea behind this is that these issues are often easier to discuss with peers than with teachers or parents.

Who is the LIFE BALL NEXT GENERATION aimed at?

- LIFE BALL NEXT GENERATION, just as the Life Ball, is an inclusive event in which all those who share the basic idea of positive, unbiased cohabitation, regardless of gender, sexual orientation, race, religion, skin colour, etc. are welcome.
- Since 1993, the Life Ball has campaigned for the de-stigmatisation / breaking the taboo of HIV/AIDS.
- Since 2009, YAA has been campaigning for an enlightened and liberal society, reaching millions of people in Germany, Austria and Switzerland through education in schools and public relations events.
Facts

Austrian youth are thought to be dealing naively with the issue of HIV/as opposed to Austria’s youth acting with better judgement: Although they know that HIV/AIDS can affect anyone of any age and with any sexual preference, teenagers fail to perceive any personal risks. This is demonstrated in a survey conducted by 557 professionals between 10 to 19-year-of age of the GfK Institute, on behalf of the Austrian AIDS Society and a pharmaceutical company. According to which, one-third of the youth surveyed did not protect themselves with a condom during the first sexual intercourse experience. Half of them confirmed of not using a condom often while some confirmed of never having used one. However, 43% of youth claim to be afraid of AIDS. Therefore, one can say that there is an awareness of the danger posed. According to the GfK study, 81% of youth do not ask their partner beforehand, if they have ever had an HIV test done.

Worldwide

- In 2015 alone, every hour 29 young people were infected with HIV (Source: UNAIDS, 2016)
- In 2016, one million people died all over the world as a result of AIDS-related illnesses, 120,000 of whom were children (UNAIDS, 2017)
- In 2016, there were 1.8 million newly infected people worldwide, of which 160,000 were children (UNAIDS, 2017)

“There has been tremendous progress around the world in combating AIDS, but the fight is far from over - especially for children and youth,” said UNICEF Director Anthony Lake. “Every two minutes, a young adolescent becomes infected with HIV – mostly a girl. If we want to eradicate AIDS, we need to regain the urgency that this issue deserves - and double up our efforts to reach to every child and every adolescent.”
The programme

LIFE BALL NEXT GENERATION will take place on June 3rd from 18:30 hrs to 01:00 hrs in the Vienna City Hall for up to 2,000 young people of 16 years of age and above. There is no dress code for the guests. Although everyone can come as he or she wants, creative costumes of all kinds are welcome.

Michael Buchinger

Born in Vienna in 1992, he is a copywriter writing for Vice, Miss and DIE WELT. Since 2009, he has entertained his viewers with hilarious videos on his channel, receiving the 2015 German Web Video Award in the Lifestyle category and the 2018 Madonna Blogger Award in the YouTube category. His first book "Der Letzte macht den Mund zu" (The last man shuts his mouth) was a SPIEGEL bestseller.

The Lochis

Roman and Heiko Lochmann, better known by their stage name Die Lochis, are currently the most famous twins in Germany. They are and always have been a team; together they can inspire millions of people and a whole generation of German-speaking young people. For the first time in 2011, the brothers’ felt like producing their own music. As we all know, in this era, YouTube is the ultimate social media platform, which has helped the brothers reach the largest possible audience with their music. The rest is history. With #WhatisLife, the Lochis made an impeccable start to the year 2018 and built the foundation for a subsequent energetic live tour and another successful musical career.

Lady Bee

The DJ from Amsterdam is already on tour around the world, having established herself as one of the top DJs of the Global Bass, Moombahton and House Szene over the past decade. With hits like "Drop It Down Like", "Bucka", "Bring The Trumpets" and "Return of the Mack" and joint productions with TWRK, Tropkillaz, Alvaro & Mr-Vegas, she not only produces and distributes under her own label but also, under trendy dance labels Spinnin’, Dim Mak and Mad Decent and other big major labels. Her performances are quite impressive. The spark of her energy quickly captivates the audience and the concert comes alive.
Wild Culture

When the Austrian producers Felix and Florian met for the first time, they did not even know what enormous influence they would achieve with their later-founded Wild Culture project. Wild Culture has made a name for itself not only with high-quality works on numerous indie labels but also, through the international headliners, who have played their remixes and releases and thereby generated lots of excitement throughout the world. Since then, the Austrian duo has toured from Europe to South America to Australia, and it is impossible to imagine any festival stages around the world without their several million plays on pertinent streaming platforms with their releases under well-known labels.

Course of events

18:30 - Entry and Red Carpet

19:15 - Michael Buchinger (Banquet hall)

19:30 - "The Power of the Next Generation: Youth Engagement in Fight to End AIDS" hosted by speakers from LIFE + international partner organizations: i.e. Paris Jackson (Elizabeth Taylor AIDS Foundation). Moderated by Corinna Milborn.

Followed by
Live acts in the banquet hall
DJs at the Arkadenhof

End of the programme: 1:00 hrs

Tickets for the LIFE BALL NEXT GENERATION

Tickets for the LIFE BALL NEXT GENERATION are now available via WIEN-TICKET - the official ticket partner of the Life Ball (www.wien-ticket.at), Tickets are available at the regular price of EUR 10, -. Evening box office: EUR 15, -
We sincerely thank

Almdudler
Albin Scheucher graphic design
* any.act
Federal Ministry of Health and Women
Federal Ministry of Education, Science and Research
CITYAPP.WIEN
Die Mietbar Flauger
DocLX
druck.at
Durex
DWTC Balgavy
Event Electric
Radio technology Böck
Gaby Lucano
Heineken
ING-DiBa
JGA e.V.
YOUTH GUESTHOUSE VIENNA - BRIGITTENAU
KRONEHIT
MAC Cosmetics
MAKAvA
Plakativ
Ploner Communications
Pulse Multimedia Productions
Radatz fine meat products
Red Bull
Redline Enterprise
Safety Concepts
Salzburg milk
Schöller / FRONERI Austria
Schwarzkopf Professional
Sennheiser
SIX Payment Services
City vienna
Ströck
SUZUKI Austria Automobile
Tüchler stage and textile technology
Vöslauer
WebArtists G. Temel KG
Western railway
VIENNA-TICKET
WINE & CO
Wüstenrot
Branch: floral concepts and more
“Life. Sometimes it greets you in gentle ripples, Sometimes it washes you off. At times it feels like a bed of roses, Then its thorns rip you off. Sometimes it will slip through your fingers, and sometimes shall it linger. Such are the ways of life, Yes that’s the way the cookie crumbles.

We know not which direction it is going to knock us into next. But we can try to keep up with it. So that when life actually happens, we won’t miss it.

“HIV/AIDS is still a taboo subject despite decades of painstaking educational work: irrationality, ignorance and intolerance are the powerful opponents when battling against HIV/AIDS. The LIFE BALL NEXT GENERATION initiative has set the goal to reach the youth via peers of the same age, and to optimally inform and educate them. The involvement of the youth will bring us one step closer to our goal of a generation free of HIV/AIDS.”

Susanne Riess, CEO Wüstenrot

In 1925, Wüstenrot brought home savings to Austria, creating a secure model for housing finance in response to the enormous housing shortage of that time. Even today, home savings is one of the most popular savings and investment forms of Austrians, because home savings stands for security, long-term planning and value stability. With the foundation of Wüstenrot Versicherung in 1976, an important strategic decision was made to provide comprehensive customer support with overall solutions from a single source for the areas of saving, financing, insuring, and provisioning. With 2,400 employees, the Wüstenrot Group successfully serves more than 2.1 million customers in Austria, Slovakia, Croatia and Hungary and is regarded as a trendsetter in the area of product innovations.
Austria’s most successful private radio station KRONEHIT is proud to be the official radio partner of LIFE BALL NEXT GENERATION.

It is a very well known fact, especially amongst the young audience - the "next generation", that KRONEHIT shoulders a huge responsibility in all areas of life. By participating in the LIFE BALL NEXT GENERATION, the radio station is setting a strong example of prevention and tolerance, since it is not just during adulthood that these attributes should be given great importance.

The Arkardenhof and the Bnaquet Hall of the Vienna City Hall will be transformed into a huge party zone with the CHARTBUSTERS on June 3, 2018, alongside live acts and DJs.

In order to attract the largest number of audience for this event, KRONEHIT will be accompanying the LIFE BALL NEXT GENERATION, which is taking place for the second time in Austria, with specially assigned radio spots, ensuring that the largest number of people are informed of this new feature.

Together we raise awareness – no matter the age.

KRONEHIT at the LIFE BALL NEXT GENERATION - on June 3, 2018 in the Vienna City Hall.

In case of further enquiries, please contact

Christoph Ammerer
KRONEHIT Marketing und PR
0664 / 60 700 58 171
christoph.ammerer@kronehit.at
LIFE + club
Werdertorgasse 1 | 1010 Vienna
T +4315955600 | presse@lifeball.org
www.lifeplus.org | www.lifeball.org

Youth against AIDS reg association (JGA)
Hamburger Straße 23 | 22083 Hamburg
maximilian.wolf@jugend-gegen-aids.de
www.jugend-gegen-aids.de