

LIFE BALL

UNITED IN DIVERSITY

PRESS CONFERENCE

LOWER BELVEDERE, VIENNA | 8 JUNE 2019



LIFE 

#lifeball2019 #unitedindiversity #knowyourstatus_lifeball

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Subject to change

TABLE OF CONTENTS

Preface	4
About HIV/AIDS	6
International projects & partners of LIFE+	8
National projects & partners of LIFE+	10
LIFE+ history.	11
International relevance of LIFE+	14
Overview of this year's Life Ball	18
Sponsors and partners of the Life Ball 2019	32

It's time to say goodbye.

Saying goodbye in a city with such a passionate relationship to departures isn't an easy task. After 26 years, the last curtain is finally dropping for the Life Ball that we have come to know and love. I would like to write that it wasn't an easy decision. The truth is, however: Decisions mean action. This, in contrast, is merely a reaction forced on us. This legacy, this responsibility, is sacred to us. The Life Ball is and will always be a game changer, as it has been since its first steps on the slippery parquet of society. It broke ancient rules and mechanisms. It established new, more sustainable and more tolerant values. It achieved a paradigm change and opened up society. As we think of how many people were allowed to live a dignified life, or at least have a dignified departure, remembering how much suffering could be prevented by information and prevention, how many bridges we built, a feeling of pride drowns out all else. It all started out with little gestures in hospital rooms, with the defiant decision: This must change! In the end, it was an event of millions, saving many thousands of lives. It has been glamorous and provocative, ingenuous and at times very, very silent. It all started here in Vienna, more than 27 years ago. Back then, friends, lovers and companions were dying in shame. Back then, no one knew what AIDS meant. All in all, we have collected nearly 30 million Euro for people affected around the world. According to an IHS study, we produced a gross value added for Vienna itself in the amount of 106 million, in the last decade. Now, it all ends here, back again in Vienna. At least, the Life Ball as we know it does.

The times they are a-changing

Of course, we could say: Never mind. Vienna loves its funeral meals and cultivates the principle of departure. *"In Vienna, you have to die before they celebrate your life,"* musician and poet Falco, one of the great sons of this city, said. *"But then you'll have a long life."*

The Life Ball is not dead. Its message and its values are universal and immortal. Its most distinctive expression, the great annual event at the City Hall Square, has come to an end, not to be revived next year. Time has worn away on it, until its essential scope and opulence rendered it impossible to maintain. Times have changed. We all know and feel it deeply. Politics, society, people, and economies are changing, and changing again with every new second. The world is constantly in flux. We do not know where our course is taking us now.

To us as the organiser and association, this pragmatically means: new challenges have come up. Once-overflowing budgets have tapered out. Of course, we feel the pressure of making the last Life Ball ever, on 8 June 2019, just perfect. We want it to be more perfect than ever, to keep the total profit high enough to sustainably supply our essential projects, even though we have lost some large sponsors and are facing soaring prices for security, technology, authorities and personnel.

United in Diversity – The Legacy.

We support the message of this year's Life Ball wholeheartedly: United in Diversity is to be our legacy. In a society that is fragmenting, the greatest task seems to be picking up the pieces and putting them together into a mosaic of diversity. As in a kaleidoscope, every single sparkling stone has its place, its right to be and its purpose in the overall image that represents our society. Often, we find ourselves waiting, timid to the point of being suspicious in our safe niches. Those who are excluded tend to draw their own sharp borders, too. What is more valuable, though? What is more justified in the daily fight for recognition? Is provocation always the right way to be perceived? Do we truly gain strength from disregarding other ways of thinking? Do they hear us when we scream? Is it our obligation to stand up and get involved when we witness injustice and exclusion?

It's time to say goodbye.

I firmly believe that the message of the Life Ball will be heard for longer than the clacking of high heels on the City Hall Square. It will outlast the tinkling of glasses, the laughter of the guests. I started my career as a painter of people. As a makeup artist, I came to know the people who helped give the Life Ball its current international scope back in the late 1980s. Now it is time for us to say goodbye. We wipe off the glitter and put away our brightly coloured feathers. Let us end this era on a metaphor: The Life Ball is leaving the circus arena now. It was shrill and loud once, and at times even disturbing. Then, as if walking on the "yellow brick road" from the Wizard of Oz, we set out to find purpose, value and consensus within society.



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We are about to set out across the rainbow. If what Judy Garland sings in her famous song is true, I have no worries. I would like to give my deepest gratitude to everyone who opened up to our messages. To everyone who understood what we are about and will always be about: Life and death, and love for each other, beyond our origins, religions or sexual orientation. It is a love that moves mountains.

I would like to end this preface with a Goethe quote: "Today, I go. When I return, we will sing different songs. Where there is so much hope, departure must be celebrated."

United in Diversity is to be our legacy as well.

Yours, Gery Keszler

Chairman of LIFE+ and the organiser of the Life Ball

About HIV/AIDS

What is HIV?

HIV means "human immunodeficiency virus" that can affect anyone, no matter their gender, ethnic origin, religion or socio-economic status. The HI virus weakens the immune system. It can be found in sperm, blood, vaginal and anal secretions, as well as in breast milk. HIV destroys the T helper cells, a type of white blood cell in the immune system. It uses these cells for its own reproduction.

What is AIDS?

AIDS means "acquired immunodeficiency syndrome". It summarises a number of symptoms and diseases that develop due to progressed HIV infection.

90-90-90 goals

UNAIDS presented the 90–90–90 goals as a concept and target to be achieved in the fight against HIV/AIDS in 2013. The goals mean:

- **goal 1:** 90 percent of all people with HIV know their status by 2020.
- **goal 2:** 90 percent of all people with HIV who know their status are undergoing anti-retroviral treatment by 2020.
- **goal 3:** 90 percent of all people with HIV undergoing antiretroviral treatment achieve viral suppression by 2020. This means that the viral load in the body, or the number of viruses in the blood of an HIV positive person, are below the detection limit and the person therefore cannot transmit HIV anymore.

These goals are to contain the HIV epidemic by general testing and treatment. Testing and treatment are essential since those who learn of their infection in an early stage can start treatment and achieve viral suppression. Once viral suppression status is reached, the virus cannot be passed on and is kept from spreading further.

HIV preventive measures and treatment

AIDS still cannot be healed. However, preventive measures and treatments are available to contain and fight the virus. HIV cannot be prevented by a single preventive measure. Several effective methods have been established to protect us from HIV and reduce the risk of being infected with HIV. HIV tests, condoms for men and women and pre-exposure prophylaxis (PrEP) are some of these.

HIV- und Hepatitis C-Tests

The first step to preventing the HI and hepatitis C viruses (HCV) from spreading is that everyone knows their own status. It is very important to be tested. Only this way will you find out if you are HIV positive or infected with HCV. Many people exhibit no symptoms and can live for years without learning that they have the virus. Only if you know your own status will you be able to protect your own health and that of your sexual partners. Early diagnosis also improves your chances for a long and healthy life.

Condoms for men and women

Using condoms is the most effective method to prevent the transmission of HIV. Unprotected vaginal or anal intercourse always exposes those involved to the risk of HIV and other sexually transmitted illnesses (STIs). Unprotected sexual intercourse permits the transmission of HIV from an infected person to their sexual partners in bodily fluids (blood, sperm, vaginal fluid, pre-ejaculate or anal mucus).

Pre-exposure prophylaxis (PrEP):

HIV-negative people who are exposed to an increased risk of infection have a short-term preventive measure in PrEP. PrEP can effectively prevent HIV infection of an HIV-negative person if it is taken properly. PrEP does not need to be taken life-long, but is intended as a short-term measure for people with an increased risk of infection. Regular HIV tests remain an important measure even when taking pre-exposure prophylaxis.

Treatment

Anti-retroviral treatment (also antiretroviral therapy or ART) saves lives. It describes drugs that are used to treat HIV and protect against illnesses and disabilities connected to HIV. Medical progress has given HIV positive people who start antiretroviral treatment today the same life expectancy as HIV-negative people of the same age.

Effective treatment lets people with HIV lower their viral loads below the detection limit. This means that the number of viruses in their blood is so low that it does not affect health and the virus cannot be transferred to others by sexual contact. An effective treatment regime that keeps the viral load permanently below the detection limit thus prevents transfer of the virus to sexual partners.

Globale 90-90-90 facts 2017¹

- **36,9 million** people around the world are living with HIV.
- **Goal 1:** About 27.5 million people living with HIV around the world know their status.
- **75 percent** of the people with HIV know their status.
- **Goal 2:** 21.7 million people with HIV receive anti-retroviral treatment (ART).
- **59 percent** of the people with HIV receive ART treatment.
- **Goal 3:** About 17.5 million people with HIV have a viral load below detection limit.
- **47 percent** of the people with HIV have a viral load below detection limit.

International projects & funding 2019

As the greatest private financier for domestic organisations, LIFE+ international is on place 16 of the most important fundraisers for HIV/AIDS: In the last 27 years, the private association LIFE+ was able to acquire nearly 30 million Euro for 170 national and international AIDS relief projects with its Life Ball.

Since the virus can affect truly anyone, LIFE+ deliberately supported very different programs that help those affected by HIV/AIDS across all areas of society. With its international partner organisations, LIFE+ focused on projects in high-risk regions in Africa, Asia and Europe. These projects use donations and state support to provide medical and social care, political and economic support, as well as education for certain target groups across multiple levels. Young children; teens, women and girls, families, men, LGBTQ₊ prisoners, intravenous drug consumers and sex workers are all among the recipients.

LIFE+ is working hand in hand with leading international partners. It has become established as a reliable and renowned supporter of organisations such as amfAR – the Foundation for AIDS Research, the Clinton Health Access Initiative (CHAI); the Elton John AIDS Foundation (EJAF); the Charlize Theron Africa Outreach Project (CTAOP); Sentebale; The Global Fund for fighting AIDS, tuberculosis and malaria; UNAIDS – the joint program of the United Nations concerning HIV/AIDS; and the office of the United Nations for fighting drugs and crime.

Beyond this, LIFE+ supported and accompanied important projects from the following 24 organisations in the last 27 years:

Arms Around a Child, Asociacion Concordia Antisida, Broadway Cares/Equity Fights AIDS, Deutsche AIDS-Stiftung, Deutsche Stiftung Weltbevölkerung, Dream for Future Africa Foundation, Education Africa, The Elizabeth Taylor AIDS Foundation, International AIDS Society, Impilo Südafrika, MTV Staying Alive Foundation, New Hope for Cambodian Children, Operation Bobbi Bear, Ricky Martin Foundation, Sentebale, SWAP Kenya, The Girl Effect und Yabonga.

The Life Ball as an international platform

From its early days, the Life Ball turned out to be an innovative and effective facility to raise awareness for the subject of HIV/AIDS among the public, government and the international community, to reduce stigma and to effect change around the world. In light of the global goals, the Life Ball provides the international stage for the most important organisations and their representatives for the last time this year. It helps share their words and visions with as many people as possible beyond the borders of Austria.

The organisations and government do outstanding work in Austria. In Africa, on the other hand, challenges remain great. Therefore, the profit from the 26th Life Ball will benefit the regions where issues are still acute and support can save lives.

LIFE+ cooperates closely with the following international organisations for the last time in 2019 (in alphabetical order):

amfAR – The Foundation for AIDS Research

amfAR is one of the largest non-profit organisations in the world. It deals with AIDS prevention, AIDS research, and education of specialists in the fight against HIV/AIDS as well as direct patient care. Since 1985, amfAR invested more than USD 366 million in its mission of putting an end to the AIDS epidemic by innovative research, financially supporting more than 3,000 research teams around the world³.

In 2005, LIFE+ (then called AIDS LIFE) started its partnership with amfAR, which was founded by Elizabeth Taylor and Dr. Mathilde Krim.

Broadway Cares/Equity Fight AIDS

The organisation was founded in 1992 from a combination of "Broadway Cares", an organisation founded by actors and actresses, and "Equity Fight AIDS", initiated by producers. Its goal is giving those in need access to life-saving medicines, as well as to give them valuable food, counselling and financial emergency aid. The organisation supports programmes in the USA that help people with severe health issues that are not limited to HIV/AIDS. A board of trustees decides about the projects to be supported.

Charlize Theron Africa Outreach Project (CTAOP)

Founded in 2007 by UN ambassador of peace and Oscar Laureate Charlize Theron, the *Charlize Theron Africa Outreach Project (CTAOP)* works hard to protect youths in Sub-Saharan Africa from HIV/AIDS. CTAOP supports various smaller organisations with particularly innovative ideas to raise awareness for the HI virus. The organisation provides direct financial subsidies as well as a network and support for public relations. All organisations and projects supported by CTAOP focus on local and direct support. They mostly work with young people aged 10 to 20. Education as a central key to fight the epidemic is important here as well. Training on subjects such as

sexual and reproductive health, HIV and AIDS is held to inform young men and women about infection and life with HIV and teach them about preventive measures. Sub-Saharan Africa as a focus is based on the fact that this is where the greatest number of people with HIV are living. Every twentieth person in this region is HIV positive. The reasons for such high HIV rates are diverse. They include early sexual activity of young people, connected to barely existing preventive education. Africa is a patriarchal society. In particular the Black African family structure is characterised by it. Protection of women, in particular in the municipalities marked by poverty, is progressing very slowly. Young people suffer from poverty and very bad education opportunities.

In 2018, the CTAOP received the *Crystal of Hope* donated by Swarovski at the 25th Life Ball. Before this year's Life Ball, Gery Keszler and the ORF visited selected HIV/AIDS relief projects in South Africa. This support made it possible to increase the number of Choma Dreams Cafés to 40 across South Africa. More than 12,000 young people now receive vital information in converted shipping containers. Teens can talk to Choma (= female friend) Champions with their questions and worries concerning sexuality. Most of those affected are young girls. The Choma Dreams Cafés teach them a natural approach to sexuality, and most of all about their right to refuse. Proper handling of contraception and prevention of sexual assault are taught as well. In addition to the cafés, the organisation HIVSA also operates the digital *Choma magazine*, where youths can talk to their peers about partnership and sex by phone. The theatre initiative *Drama for Life* was able to expand its information work with the financial support of the Life Ball as well. It developed programs for children and young adults aged 12 to 24. The projects LIFE+ visited in the scope of its trip impressively showed how young people can be age-appropriately and sustainably informed and approached on eye level to develop them into self-confident, independent and healthy adults. The vicious circle of poverty and violence, and the resulting high HIV infection rates, can be broken in the long term this way

MTV Staying Alive Foundation

The *MTV Staying Alive Foundation* was founded in 1998 as an international initiative to promote HIV prevention and a healthy lifestyle, in particular among young people. It is also targeted at reaction to the consequences of discrimination for those affected. The foundation relies on innovative approaches: creative, local preventative projects driven by the youths directly or brought about by young opinion leaders are supported. On the other hand, *MTV Staying Alive* is the greatest prevention campaign spread in mass-media world-wide. TV contents in the form of concerts, documentaries, films or competitions are designed specifically and broadcast on MTV and other channels. Their message is that HIV should never be given a chance, by practicing safer sex and making the right decisions in life. Many stars support the work of this foundation. The *MTV Staying Alive Foundation* provides several objects for the auction at the LIFE+ SOLIDARITY GALA 2019. With these revenues, the Life Ball will support an innovative project of the *MTV Staying Alive Foundation*. In 2019, the *MTV Staying Alive Foundation* will receive the LIFE+ Award for its *Circus Zambia*. This award honours projects that stand out with particular innovations in the fight against HIV/AIDS.

The initiators of the *Circus Zambia* founded a circus project where teens learn acrobatics. These new talents are to help young people leave their socially weak environments and improve their working opportunities and quality of life.

The AIDS hospice of the Order of the Knights of St John

The "Brotherhood of Blessed Gérard" AIDS hospice of the Order of the Knights of St John is located in the South-African region of KwaZulu-Natal, one of the regions in the world that are most severely affected by the HI virus. Poverty, malnutrition, immunodeficiency and a high infection rate hit the poorest of the poor, mostly women and children. 93 Euro will supply a patient of the AIDS hospice of the Order of the Knights of St John with vital drugs for one month. LIFE+ hosted the charity event "Jedermann im Dom" with actor Philipp Hochmair on the night before the World AIDS Day 2018. Donations amounting to 68,448 Euro in total supported the hospice "Brotherhood of Blessed Gérard" in buying the medicines they needed.

National projects & partners of LIFE+

More than 10 million Euro were donated to national relief projects in the last 27 years. LIFE+ supports organisations that provide direct help. These include, among other things, associations that promote social contact for people with HIV/AIDS and provide the structures needed for this.

Medical treatment and care for people with HIV/AIDS has made enormous progress in Austria since the mid-1990s. Patients have access to medicines, check-ups and specialised out-patient and in-patient care.

The illness still means discrimination, stigma and poverty for many. The income of an average Aids Hilfe client is about 700 Euro per month. That is enough to survive, but never enough to live. It is not sufficient to manage

everyday 'crises' such as repairing a broken fridge or servicing a hot-water boiler.

The Austrian projects supported in the last 27 years come from various areas. They considerably contribute to the joint goal:

Aids Hilfe, Positiver Dialog, Diversity Care, Buddy Verein, Innsbrucker Universitätsklinik, XTRA! Verein für Gesundheitsinformation im HIV/AIDS und STD-Bereich, Positiv Leben, Names Project Vienna, AIDS-Dienst-Malteser, Verein Stop AIDS, Pulmologisches Zentrum, Verein HIV, Verein Lebensfreude, AIDS Informationszentrale, Club Plus, Positives Café, Club Plus Kärnten, After AIDS, Rosa Lila Tipp, Stiftung Kindertraum, Kinder AIDS-Hilfe.

LIFE+ history

The Life Ball has been successful in many areas. Among other things, it has become an enormous economic factor for the city of Vienna: The last ten years alone brought a gross value added of 106 million Euro for Vienna, according to a study of the HIS. About 28 million Euro in taxes and social security were paid for it (IHS study). These effects were opposed by an annual support of about 800,000 Euro from the city of Vienna.

Life Ball: A strong brand

In the last 27 years, the Life Ball has become a strong Austrian brand. The Young and Rubicam BrandAsset® Valuator measures the brand value where it develops - in the heads and the hearts of the consumers. Y&R documented, based on BAV studies across more than two decades, that a high market value is based on four pillars: differentiation, relevance, valuation and familiarity. Standing out from others is vital for a healthy and dynamic brand. At the same time, it is the first and the most important step in developing brand value. In 2017, the Life Ball was first in the ranking of the most differentiated brands among 1,028 examined in the Austrian BAV study. It came before brands such as Österreich, IKEA, Zotter or Coca-Cola.

Strong links between the Life Ball brand and the city of Vienna become evident when looking at the image profiles. The two brands have a great deal in common. The Life Ball mostly stands for innovation, fun and glamour. Vienna makes place 10 among the 1,028 examined brands. The most frequently named image attribute of the city is "close to me". (Quelle: Y&R 2018)

Study on the Life Ball 2011

According to a study conducted by the Institut für Höhere Studien (IHS) concerning the economic effects of the Life Ball events, the Life Ball achieve a value added of 4.2 million Euro and 76 jobs in Vienna alone. The study ordered by the Viennese chamber of commerce concerning the Life Ball 2011 comprises several areas, such as organisation and implementation of the Life Ball, use of funds, donations in kind, payments in kind; and the effects on tourism.

The study showed that the Life Ball 2011 achieved a gross value added of 9.7 million Euro, including about 4.2 million Euro in Vienna alone, plus about 1.6 million Euro in the Federal States. The total value added in Austria amounts about 5.9 million Euro.

Beyond this, the Life Ball maintains 91 full-time equivalent jobs across Austria, corresponding to the number of employees in a medium-sized company, and 64 full-time equivalent jobs in Vienna. About 2.6 million Euro in taxes and social security contributions were paid in Austria.

Life Ball guests travelling in from abroad or even from other parts of Austria are reflected in the tourism figures. They fill up hotels in the low season. Adding the money used on costumes, hairstyles and styling, Vienna alone had a gross value added of 1.8 million Euro, with another 2.0 million Euro added across Austria.

Visitors and their spendings and purchases also created jobs, specifically 29.6 full-time equivalent jobs in Vienna and another 32.7 full-time equivalent jobs in Austria. Guests' spendings are also responsible for tax and social security contributions amounting to 1 million Euro in Austria.

Donations and payments in kind from our many sponsors have a total value added of about 2.5 million Euro.

The total spendings of our sponsors generated a gross value added of about 827,000 Euro in Vienna and 751,000 Euro in the federal states. The value added abroad is about 875,000 Euro. Spendings and sponsors in Austria lead to about 24 full-time equivalent jobs across Austria.

Beyond this, donations and payments in kind from the sponsors led to additional state income of 496,000 Euro. From 2003 to 2011, the Life Ball acquired a total gross value added in the amount of 31.9 million Euro in Vienna and 42.7 million Euro in Austria. The above figures are from 2011.

From 2003 to 2011, the Life Ball maintained 533 full-time equivalent annual jobs in Vienna and 723 full-time equivalent jobs in Austria. Since 2003, the Life Ball paid a total of 19.3 million Euro to the state (figures from 2011).

As compared to similar events, the Life Ball 2011 accounted for more than half of the value added of all balls hosted in the Austrian Hofburg through the year.¹ These include famous balls such as the Ball der Wiener Kaffeesieder, the Jägerball and the Juristenball.

LIFE+ milestones

1992

Gery Keszler and Torgom Petrosian (*1994) found the organisation AIDS LIFE (now LIFE+) on 1 December as a platform to raise awareness for the subjects of HIV and AIDS and to acquire funds to support projects to fight AIDS.

1993

With support from Vienna's mayor, Helmut Zilk, and the help of hundreds of volunteers, the first LIFE BALL is hosted on 29 May. The revenues are donated to national projects that work directly for the benefit of people affected by the AIDS epidemic.

1994

It is only its second edition, but the LIFE BALL already becomes established as a high-quality, luxurious event. The Austrian Chancellor and other politicians attend the LIFE BALL. A scene event turns into an event that raises public awareness for HIV/AIDS, that brings together people from all walks of life and that is known far beyond Austrian borders. Many international media report on the ball.

1995

The LIFE BALL becomes an annual institution and is included in the schedule of the Vienna festival weeks – Vienna's most renowned cultural event.

1996–2000

The LIFE BALL becomes an innovative marketing platform and receives multiple awards for its work. Continually rising revenues help fund many HIV initiatives such as HIVmobil, a project focusing on out-patient care. In 2000, the LIFE BALL Opening Ceremony takes place on the City Hall Square for the first time. It is freely accessible to the public. The stage takes the form of a gigantic Red Ribbon, bringing together tens of thousands of visitors in its sign.

2001

In addition to financial support for local AIDS projects, LIFE+ is able to support international projects for the first time. The Elton John AIDS Foundation (EJAF) receives donations for its peer-to-peer-projects, day-care centres and hospice facilities in South Africa.

2002

LIFE+ expands its cooperation with international partners, for the first time supporting the Foundation for AIDS Research (amfAR). A Wedding Chapel for couples of all sexual orientations in the Vienna City Hall during the LIFE BALL leads to emotional public debate concerning "marriage for everyone". Austria is finally legalising same-sex marriage in 2019.

2003

The financial support of LIFE + enables amfAR to start its TREAT Asia programme. amfAR has received more than 6 million US dollars from LIFE+ to date.

2005

The LIFE BALL expands its international support and commits to financially support amfAR – The Foundation for AIDS Research and its TREAT Asia programme continually.

2006

The charity Sentebale is founded by Prince Harry and Prince Seeiso to support children in particular need in Lesotho and Botswana. It is later supported by LIFE+ as well.

2007

The cooperation with the Clinton Health Access Initiative is decided in the scope of the AIDS LIFE Charity Gala in the Schönbrunn Palace. The LIFE BALL is broadcast live on Austrian TV for the first time. International media interest is rising with every year.

2008

The LIFE BALL defends human rights and wins a legal dispute that had great public attention. That same year, Gery Keszler receives the Goldenes Ehrenzeichen für Verdienste um die Republik Österreich.

2009

Bill Clinton attends the LIFE BALL for the first time and presents the Crystal of Hope together with Fran Drescher.

2010

The LIFE BALL launches the 18th International AIDS Conference in Vienna. Together with amfAR and UNAIDS, the LIFE BALL hosts a gala night in the Austrian Parliament, sponsored by the Austrian Chancellor.

2011

Sponsored by the Austrian Chancellor and in cooperation with UNAIDS, AIDS LIFE hosts its first of many AIDS Solidarity Galas in the hall of ceremonies of the Hofburg.

2012

For the twentieth anniversary of the LIFE BALL, the first opera gala is hosted in Vienna's Burgtheater. It is to become an annual event. Revenues from this event go to the Clinton Health Access Initiative (CHAI). President Bill Clinton attends the concert as his organisation's representative.

2013

The LIFE BALL is listed in the Funders Concerned About AIDS (FCAA) Report as one of the most important fundraisers for the first time.

2014

The LIFE BALL Poster 2014 by David LaChapelle, showing transgender model Carmen Carrera naked in the scenery of Bosch's Garden of Earthly Delights as a woman and a man alike polarises and provokes a scandal in Austria. The poster campaign remains one of the most successful ones in Austria that year.

2015

The Charlize Theron Africa Outreach Project (CTAOP) and Sentebale become new international partners and the LIFE BALL celebrates a net revenue of nearly 2.4 million Euro.

2016

The work of AIDS LIFE is restructured. AIDS LIFE becomes LIFE+, an umbrella brand that develops year-round campaigns and concepts for prevention and treatment of HIV/AIDS. 2016 sees the Red Ribbon concert in Vienna's Burgtheater, with cardinal Christoph Schönborn in attendance as a guest. He gives a speech that was keenly observed and demands solidarity and a clear attitude against discrimination, marginalisation and exclusion of individual members of our society.

2017

LIFE+ launches its first Austria-wide campaign. The photos for the "Know Your Status" campaign come from Peter Lindbergh. For the first time, the LIFE BALL NEXT GENERATION is hosted in the Vienna City Hall. For the 25th anniversary of LIFE+, cardinal Christoph Schönborn holds a memorial service for those who died of AIDS in St. Stephen's Cathedral.

2018

The Life Ball celebrates its 25th anniversary on the subject of "Sound of Music" its „silver anniversary". It is attended by stars such as model Paris Jackson and singer Patti LaBelle. All in all, donations in excess of 1.3 million Euro were provided to national and international partners. For the World AIDS Day, LIFE+ and cardinal Christoph Schönborn invited people to St. Stephen's Cathedral for "Jedermann (reloaded)" with actor Philipp Hochmair. The revenues from this charity concert go to the AIDS hospice of the Order of the Knights of St John, "Brotherhood of Blessed Gérard", in South Africa.

The international relevance of LIFE+

In the last 27 years, LIFE+ was able to continually increase its reach and relevance through its cooperation with international partners and by participating in global initiatives. The *"Philanthropic Support to Address HIV/AIDS"* report of Funders Concerned About AIDS currently lists the LIFE+ association in place 16 of all organisations focusing only on HIV/AIDS. By introduction and expansion of its Know Your Status campaign, LIFE+ was able to extend its relevance beyond the borders of Austria.

International AIDS conference

As a partner of international organisations such as UNAIDS and The Global Fund, LIFE+ has been working for global initiatives for many years. When the International AIDS Conference took place in Vienna in July 2010, LIFE+ held an important role in planning, organising and implementing the framework events and the conference itself, as well as the Life Ball. The LIFE+ campaigns were a fixed part of the conferences every year.

Fast-Track Cities

LIFE+ supported the entry of the city of Vienna in the initiative of the "Fast-Track Cities". This international initiative was founded in Paris by the city of Paris, IAPAC (International Association of Providers of AIDS Care), UNAIDS (the joint program of the United Nations on HIV/AIDS) and UN-Habitat (the programme of the United Nations for human settlements) for the World AIDS Day 2014 (1 December 2014).

Every member of the fast-track cities formally commits to achieving the 90-90-90 goals, as well as the zero discrimination and zero stigma goals by 2020, in order to bring an end to the HIV/AIDS-epidemic by 2030. To achieve these goals, representatives of city governments, healthcare, civil society, non-profit-organisations and the affected communities meet with the support of IAPAC in order to improve and develop the AIDS facilities and programs of the city. With its signature in May 2017, Vienna has become one of 19 European fast-track cities. LIFE+ is one of two AIDS organisations in the steering committee, supporting the City of Vienna in achieving its obligations as a fast-track city.

LIFE+ Campaign

Since 2017, LIFE+ has founded two campaigns to support the 90-90-90 goals under the name "Know Your Status". At the moment the LIFE+ campaign enters its third round. The goal of the campaign in the first year was drawing attention to the fact that knowing one's own immune status should be as much a matter of course as knowing one's own blood type. One of every three people infected in Europe do not know their own immune status. Nearly 50 percent of those infected are diagnosed late. Even though Austria had a high number of HIV tests by international comparison, it falls into the European average for late diagnosis. HIV tests reduce late diagnoses, the risk of infection for others and costs for treatment.

In 2018, the "Know Your Status" campaign focused on the second UNAIDS 90-90-90 goal, according to which 90 percent of the people with HIV who know their status are to have anti-retroviral therapy. The campaign dealt with what happens after being tested and raises awareness for which a diagnosis as HIV-positive means for those affected in personal, social and medical respects. This requires information on the proper preventive measures to be taken to stay HIV negative after a negative diagnosis. All HIV facilities are to be normalised and become part of comprehensive healthcare.

In 2019, the LIFE+ campaign titled "U = U" (Undetectable = Untransmittable) is to help reduce taboos in society on the subject of HIV/AIDS and to particularly raise awareness among young people concerning the risks of HIV infection, and to improve their knowledge about preventive measures. At the same time, it is to inform about how a HIV-positive person who undergoes treatment can achieve viral suppression and will then no longer be able to pass the virus on to others. The concept and implementation of this campaign was supported by the agency Merlicek & Partner – in cooperation with No Pitch Content House (film production), Soundfeiler (sound studio) und Mladen Penev (picture editing). Together with

photographer Elfie Semotan, they presented François Sagat at the heart of a suggested crowd.

Beyond this, a song was written and composed for it. Renowned Austrian artists used it as a symbol against prejudice and for responsible handling of HIV between poetry and porn. The campaign 2019 is publicly implemented with the support of strong media partners. The ORF provides "Social Spots" on TV, for example. Ö3 and Durex support the campaign with radio spots. The strong photos were turned into a poster campaign by the agency Merlicek & Partner. It will be implemented on a large scale in cooperation with KULTURFORMAT, a full subsidiary of Gewista, and decorate half of all available advertising pillars (400) in Vienna from 22 May 2019 to 18 June.

The campaign is supported by the Federal Ministry for Work, Social matters, Health and Consumer Protection, as well as the pharmaceuticals company Gilead Sciences.

Exhibition 2019 in the Hofmobiliendepot

until 15 September 2019



For the last Life Ball, a special exhibition will be hosted in the Hofmobiliendepot until 15 September 2019. It will be implemented in cooperation with the architecture office BEHF Ebner Hasenauer Ferenczy ZT GmbH and the Schloß Schönbrunn Kultur- und Betriebsges.m.b.H. The exhibition shows costumes of this year's Life Ball in connection with the history of the identity movement of the Stonewall riot in New York City.

The concept of this exhibition wants to let visitors connect to the costumes through strong contrasts – similar to the effect in a darkened panopticon. For this, the exhibition room was divided lengthwise into a black half and a white one. The two halves not only represent "light and dark" or "inside and outside" but are also to point out the separatism still practiced in our society. Since the curator was not yet known at the time the ideas for the exhibition architecture were collected, simple and flexible shelves were chosen for the exhibits, to ensure a lot of space for many different objects and formats, ideas and preferences of the curator.

The mannequins on folding chairs are placed along a "catwalk" as in a fashion show. They deliberately place the visitor in the position of the onlooker. The mirror-polished walkway through the exhibition that is reminiscent of the sparkling disco floors of the early club scene visually merges visitors with the exhibition. To avoid losing the connection to the Hofmobiliendepot, the shelves – placed in the second row – are used as a storage and depot motive. The glamorous wardrobes, photographs and films have plenty of space here.

The exhibition catalogue is this year's Style Bible. The volume of more than 200 pages shows a red shoe covered in crystals from Swarovski and was produced in cooperation with echo Medienhaus. The graphical implementation was provided by branding and design agency "Seite Zwei".



© Markus Morianz



© Markus Morianz

Style Bible

Once again, many international celebrities were photographed by three star photographers for the Style Bible 2019: Cynthia Nixon, Tatjana Patiz, Dita von Teese, Beth Dito, Gilles Marini, Alan Cumming, Yasmine Petty, Amanda Lepore, Carmen Carre-ra, Kelly Osbourne, August Getty, Billy Porter, Nyle DiMarco, Brad Goreski, Lea Delaria, Taryn Manning, Peppermint, Scarlett Envy – to name just a few.

This year's Life Ball Ambassadors were photographed in Austria and in the USA by Life Ball photographers Markus Morianz, Denis Malerbi and Marco Ovando. The range of pictures goes from black and white to rainbow colours. This year's cooperation with Bernhard Paul bears special mention. Circus Roncalli was the perfect backdrop for the black and white pictures. It plays a great role historically speaking, as a place of refuge for people who are, in any manner, different. By providing the arena as a photo location, the Paul family makes an essential contribution to the very special atmosphere of the photos. Lili Paul – the daughter of Bernhard Paul – is the Life Ball Angel this year. She and her sister Vivi Paul also appear in different sections of the Style Bible.

The costumes, elaborately decorated with Swarovski crystals, were compiled by ART for ART and Patricia Field, who was already responsible for the style in Sex and the City. Renowned make-up artists and stylists created the colourful looks with the help of products of the official Life Ball partners MAC Cosmetics and L'Oréal.



© Denis Malerbi

Overview of this year's Life Ball

Arrival of the international guests at the Vienna airport

Many international Life Ball guests arrive by plane. Together with Red Bull and Vienna Tourist Board, Gery Keszler welcomes arriving VIP guests at the Vienna airport. The chauffeur service Blacklane takes guests to their hotels, and from there to the Red Carpet in the evening.

Welcome cocktail

The Life Ball weekend begins on Friday, 07 June, with its traditional Welcome Cocktail for the prominent guests in the Hotel Le Méridien. This is a closed event only accessible with an invitation.

International press conference

08 June 2019, the day of the Life Ball, starts with an international press conference. Participation in the press conference for international partners and media requires an invitation.

LIFE+ SOLIDARITY GALA

Before the Life Ball opening show, the association LIFE+ invites to the LIFE+ SOLIDARITY GALA – an exclusive GALA banquet – in the festival hall of Vienna's City Hall, on Saturday, 08 June 2019.

Renowned representatives of the most important partner organisations of LIFE+, ambassadors of good will and opinion leaders from politics, economy, art and culture assemble here every year for a high-quality and internationally attended evening event in the sign of the Red Ribbon. The LIFE+ SOLIDARITY GALA offers opportunities for an exchange on international level and for dealing with the progress achieved and the challenges remaining in the fight against HIV and AIDS.

This year's LIFE+ SOLIDARITY GALA takes place to the benefit of *amfAR – The Foundation for AIDS Research* and *MTV Staying Alive Foundation*. *Alex Roedy* and *Hofit Golan* are the co-hosts.

The programme commences with an exclusive Moët & Chandon Champaign reception, with *Mario Soldo* acting as Master of Ceremony. MTV host *Laura Whitmore* and the German presenter *Alexander Mazza* guide through the rest of the gala evening. The exquisite dinner is provided by top chefs *Karl & Rudi Obauer* (Restaurant-Hotel Obauer), *Hubert Wallner* (Bistro Südsee and See Restaurant Saag) and *Max Stiegl* (Gut Purbach), together with *Thomas Gailer*, managing director of Cateringkultur, in cooperation with *Falstaff*. The food is prepared using regional products from Austria only.

The appetiser, a 6-minute farmer's egg with sturgeon crème and caviar by *Walter Grüll*, in a Falstaff Special Edition Life Ball, comes from *Karl & Rudi Obauer*. *Hubert Wallner* creates the main course with braised beef cheek or amaranth soufflé with textured chard. Both is served with watercress oil, celery sauce and Balsamico-Tapioka chip. The sweet finale of the gala dinner is the Valhrona chocolate tarte created by *Max Stiegl* – crispy on the outside, tender within. The wines to match the individual courses are provided by Life Ball Partner WEIN & CO.

The evening comes with musical contributions by the symphony orchestra of the *Anton Bruckner Private University*, *DJ Pete Sabo* and *Cesár Sampson*.

The highlight of the evening is the auction for the benefit of LIFE+. Swiss auctioneer and art collector *Simon de Pury* will guide through the successful charity auction for LIFE+ together with long-term auctioneer *Rafael Schwarz*, Dorotheum Vienna, for the first time this year. In addition to the traditional AIDS SOLIDARITY COOLER in the Cavalli design, among other things tickets to the Nickelodeon Kids Choice Awards, a private portrait with *Ines and Vinoodh* in NYC, VIP tickets for the MTV Europe Music Awards, a weekend in Hamburg with a concert at the Elbphilharmonie, a Luxury Theater Experience in Las Vegas by CIRQUE DU

SOLEIL, a Life Ball MINI by Roberto Cavalli or a portrait of Lenny Krevitz will be auctioned off.

The organisation of the LIFE+ SOLIDARITY GALA was put in the trustworthy hands of the *Hirzberger Events* team, managed by *Jürgen Hirzberger-Taylor*, who will turn the great festival hall into a refined world of sparkling crystals. Swarovski's creations are the scene-stealing stars of the gala dinner at this year's Life Ball: 28 tables are lit by chandelier-like illuminations embellished with over 8,000 dazzling crystals that rotate above the seated guests, catching and refracting myriad shards of light. Swarovski is a long-time partner of this event and is delighted to support the good cause with even more sparkle.

After the exclusive gala dinner, the guests will be accompanied to the VIP stands at the City Hall Square, where they can experience the Life Ball opening from a unique perspective. Thereafter, the City Hall will open its doors for the Life Ball.

The Wiener Linien and the family cocktail

Until January, long-term Life Ball fans were able to apply for a place in the Life Ball Family by submitting pictures of their creative costumes. The 100 people who convinced with their look and helped present the Life Ball message are invited to an exclusive Family Cocktail in the Hotel Le Méridien before the evening opens. Afterwards, the official Life Ball tram of the Wiener Linien will take them from the Ring to the City Hall Square. True to the motto "*United in Diversity*", the tram – running in the network of the Wiener Linien from 6 May 2019 to 8 July 2019 – is decorated with international stars as a colourful circus troupe. Every colour area of the rainbow represents a different LGBT group. The low-floor tram shows, among other people, "*Sex and the City*" star *Cynthia Nixon*, Burlesque-Queen *Dita Von Teese* and actor *Alan Cumming*. Once at the City Hall Square, the Life Ball Family will be the first to walk down the red carpet to stylishly and officially open it. This year's Life Ball tram was designed by the agency *Seite Zwei*.

The LIFE BALL 2019 for visitors of the City Hall Square

The gastronomy offer at the City Hall Square opens at 3 pm, offering drinks and snacks to everyone who comes hours before the opening show to secure a good place, or who wants to walk around the area a little. The volunteer gastro teams include: **any act*, *Puff die Bar*, *SNEAK In*, *Juice Factory*, *Red Carpet*, *L'OR*, *Stillbruch* and *Kisss*.

From here, it is possible to watch the procession down the Red Carpet in a relaxed atmosphere. Those who do not arrive at the City Hall Square early enough can also watch the show, as well as the procession down the red carpet, on video walls. The access areas are located at the Ring, to the right and left of the City Hall Square. They will be manned from 3 pm onwards.

At 4 pm, the Ringstraße between the Parliament and the Schottentor will be blocked off. We recommend that the audience and ball guests use public transport. In order to meet current security demands, security inspections will apply to all guests of this year's Life Ball. Afterward the tickets are checked, guests will receive their access bracelets and need to go through a brief security check (body check, bag inspection). As in other large events, bottles or other objects that may endanger other ball visitors are not permitted in the festival area.

From 7 pm onwards, the ball visitors with official tickets can get refreshments from the following bars along the edge of the stage: *NEOS*, *Club Alice*, *ULRICH* café-restaurant-bar, *Cafe Ansari*, *Aux Gazelles* and *Tür 7*.

The mobile test station of LIFE+, the Aids Hilfe Vienna and AbbVie will come to the Life Ball 2019. In addition to the free HIV tests, they also offer free hepatitis C tests by AbbVie this year.

Opening hours of the mobile test station on 07 and 08 June 2019 at the City Hall Square:

- each day from 5 to 10 pm, accessible from the City Hall Square.

Opening hours of the mobile test station in the City Hall on 08 June 2019:

- from 10 pm to 2 am

The Life Ball 2019 live on ORF 1 and the highlights on 3sat

Alice Tumler will report live from the VIP lounge outside the Vienna City Hall at 8.15 pm with "Life Ball – Das Vorspiel". She will talk to international and national stars there. Backstage reporter Sandra König grants exclusive peeks behind the scenes.

From 9.05 pm onwards, Alice Tumler and Alfons Haider welcome the audience at the "Red Carpet". At 9.30 pm, the entire spectacular opening show, this year presented by Conchita and Diane Brill, will be broadcast by ORF eins. The comment is provided by Sandra König. 3sat will show the opening live with a delay on Sunday, 9 June 2019, starting at 00:15 am.

Red Carpet

starting at 7.30 pm

The chauffeur service Blacklane collects prominent actors and representatives stylishly and comfortably from the airport and takes them to the opening on the Vienna City Hall Square on 08 June 2019. Across from the City Hall Square and the entrance to the Red Carpet, the Burgtheater will be presented with the logo and colours of Magenta Telekom.

The entrance and the walk down the red carpet has become established as a popular start of the Life Ball. Guests and the audience both love it for its creative show of diversity. The creative style ticket holders present their innovative outfits, sponsors design their entrances in their own special manners, and the celebrities and VIP guests of the ball walk across the red carpet for several minutes with them. With an impressive 130 metres in length, the red carpet leaves several minutes' time to see and be seen. It is a colourful fireworks of equality on all levels that ensures a unique atmosphere from the very first guest and makes all participants feel welcome.

Whether the costumes comply with the style conditions of the Life Ball or not is determined by the Style Police in advance at the entrance to the ball premises. The sisters of the "Order of Perpetual Indulgence" are supported by their colleagues from Germany. The nuns belong to a global movement of about 1,500 members who volunteer to distribute safer sex materials and collect donations for people affected by HIV/AIDS.

In the scope of the ball, Suzuki presents awards for the best and most extraordinary outfits among the Life Ball guests in the style contest. A dedicated zone at the Red Carpet is used to select the 100 nominees for the Style Contest. The prominent jury chooses the Life Ball Queen/King. Not only the official jury can choose its favourite costumes, the guests of the Life Ball can also download the SAP Voting APP to elect their Life Ball King/Queen: <https://sap-experience.live> Photographers will take pictures of the best dressed guests on the Red Carpet and people can vote for their favourite costume. The costume contest award is presented after midnight in the mirror tent in the Arkadenhof. The winner receives a SWIFT 1.2 Dualjet shine in Speedy Blue Metallic, worth 14,980 Euro.

The ART for ART Portal

For this year's Life Ball, long-term cooperation partner ART for ART designs a spectacular entrance portal. The Vienna State Opera stage sets used for the Life Ball are to be used as a basis for a new design and adjusted to this year's concept.

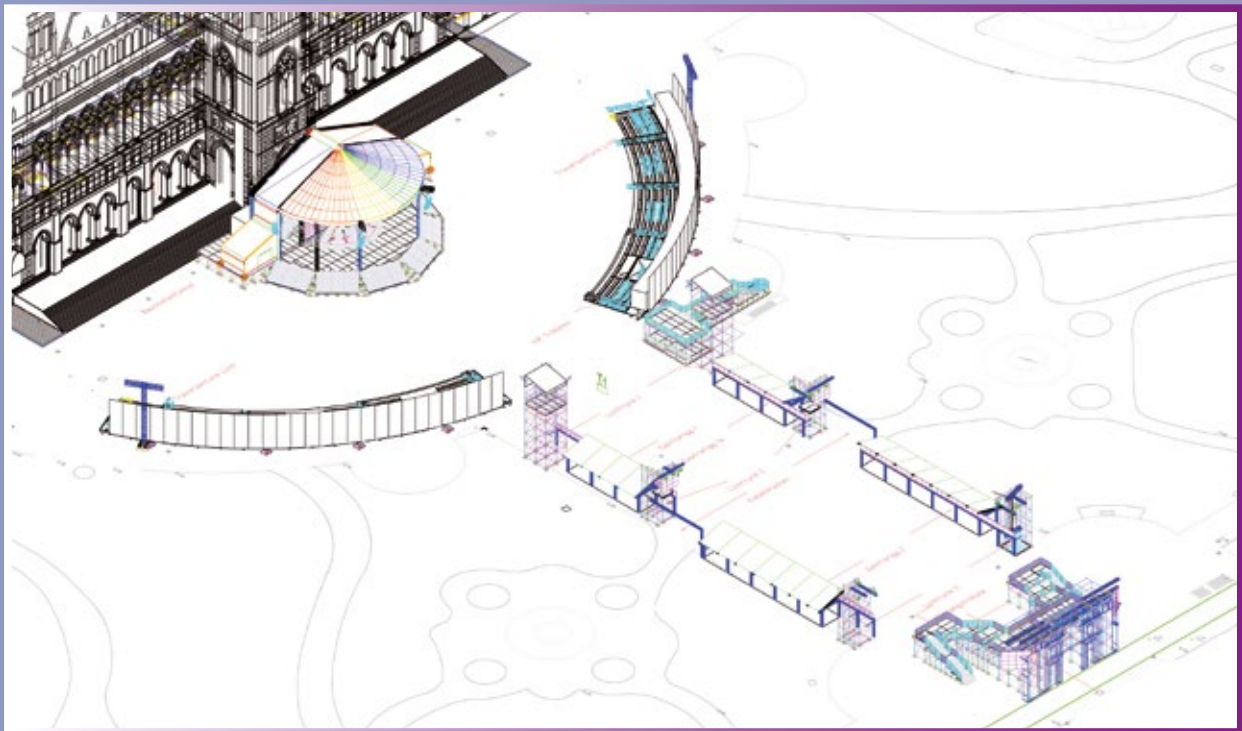
ING at the ball with employees and customers

Employees of ING Austria welcome some special guests at the entrance portal to the Vienna City Hall Square: 200 of their customers are invited to follow the entrance of the ball guests and the opening from the exclusive vantage platform designed to match the motto: "United in Diversity". Employees replace promoters as ambassadors of ING at the Red Carpet as well. ING is the LIFE+ banking partner and manages its donations account. Donations to IBAN AT15 1936 0004 5443 0025 (BIC INGBATWW) benefit renowned relief organisations that support people affected by HIV and AIDS in and outside of the country. They work for the shared goal of "Fighting AIDS & Celebrating Life".

The Life Ball at the City Hall Square

In cooperation with Roncalli – already cooperating with LIFE+ for the photoshoot of this year's Style Bible – and true to the story of the opening show, the stage in front of the City Hall is designed reminiscent of a circus tent. The brightly coloured tent roof is based on a sparkling rainbow. **Bernhard Paul, Direktor Circus Roncalli** ummarises the connection between this year's Life Ball-motto and the world of circus:

"The world of circus has always been a place of refuge for many people, where they could live out their fantasies. Circus doesn't care about nationality and religion. It certainly doesn't care about genders. Homosexuality and various sexual orientations are a matter of course in the circus. The circus only cares about two things: What you can do and what you are like as a person."



Technische Zeichnung: Rathausplatz & Bühne

DB Schenker takes care of transporting all the heavy and bulky objects – provided by Circus Roncalli for this year's opening show. Among other things, a Ferris wheel, a large pipe organ, two large stage portals, a mirror tent, and a souvenir cart are taken to the City Hall Square. The team for setting up the Roncalli structures and taking them down again later is provided by the Paul family.

The rear wall of the stage is equipped with a 14 × 6 m LED surface and surrounded by two opulent entrance portals designed by Viennese artist *Raja Schwahn-Reichmann*. She helped design the rest of the stage decoration, too. "Visuals and Content Production" for the digital stage set were provided by none other than *Opium Effect Munich*. The impressive VIP stands were kindly provided by Stadt Wien Marketing. They offer the best view of the grand stage show.



Debutants & Costumes

This year's Life Ball opening committee was selected once again in a public casting. True to the motto "*United in Diversity*", the age threshold for the dancers was extended to 75 years.

The couples were prepared for their appearance by dancing school owner Professor *Thomas Schäfer-Elmayer* and Dancing Star pro *Thomas Kraml*, who are responsible for the choreographies this year again as well.

The elaborate and convertible debutant costumes perfectly match the subject and the story of the opening show. The looks were created by the Life Ball Costume Department with support from H&M, students of *Kunst. Mode. Design – Herbststraße* and a bunch of volunteers.

Festive opening of the 26th Life Ball

Idea and overall concept of the opening show
Script
Director Artistic management and dramaturgy
Choreography

Visuals Opening show and video design
Musical management and conductor
Orchestra

Costumes

Gery Keszler
Alexander Wiegold
Alexander Wiegold
Marcus Tesch, Thomas Kraml, Professor Thomas Schäfer-Elmayer, Veronika Baldassari and Guest-Choreographers from New York
Opium Effect
Azis Sadikovis
Symphonic orchestra of the Anton Bruckner Private University
ART for ART, Patricia Field and Marlena Gubo

starting at 9.30 pm

The opening show of this year's Life Ball is a journey across the rainbow into a world of colours and diversity. Starting at the roots of the LGBTQ movements with the Stonewall Riots precisely half a century ago, and inspired by motives from The Wizard of Oz, we tell a story of the search for six magical coloured stones undertaken by various protagonists of the LGBTQ Community with good witch Glenda. The motto is "United in Diversity". Since the beginnings of the Life Ball are closely connected to the history of the LGBT movement, the wishes of gays, lesbians and trans people as well as HIV prevention, are equally reflected.

This is the greatest Show

It all starts with a circus troupe entering the city hall square and putting up its tents. It is a colourful family, people living at the fringes of society. They follow the laws of the other, the magical, the risky. Soon after the show begins, a great hurricane grabs the circus tent, carrying it far above the clouds into a distant country behind the rainbow. There, good witch Glenda is waiting for us, leading us through the sparkling, colourful world of the LGBT communities. She sends those living on the rainbow down the Yellow Brick Road to fulfil the Wizard's quest: finding six coloured stones from across the land and taking them to the Emerald City. In the course of the evening, they are put together into the LIFE+ Award, which is presented to particularly innovative projects for HIV prevention.



Conchita will guide through the evening as the circus director, and Diane Brill as the good witch. They are supported by the legendary Wizard of Oz. Austrian and international star guests will make this ball a grand experience, as well the special musical contributions with popular tunes played by renowned artists. The symphonic orchestra of the Anton Bruckner Private University will support the opening with its music.



© Thomas Kirchgrabner 2019

Thomas Kirchgrabner, an Austrian designer and long term supporter of the Life Ball, designed Dianne Brill's robe for this year's ball. It was made by the students from the Herbststrasse. It is based on Glinda from the Wizard of Oz, adjusted to Dianne's silhouette: a close-fitted dress of glittering crêpe and silk, applied with thousands of crystals from Swarovski and a wide Cul de Paris of many layers of net tulle.

Thomas Kirchgrabner has been active behind the scenes at the Life Ball since 1999. In 2007, he designed the entire Style Bible, implementing it with his students from the Herbststrasse. Since 2013, Thomas Kirchgrabner has been responsible for Lena Hoschek's Couture Atelier. Before that (2003–2013), he designed the entire collection and all productions for Liska.

LIFE+ Award presented by M-A-C Cosmetics

Presentation of the LIFE+ Award presented by M-A-C Cosmetics will be a show of solidarity from all important representatives of AIDS relief organisations.

When AIDS LIFE turned LIFE+ in 2016, it came with its very own award: Since 2017, the LIFE+ Award has been presented to organisations that run a project in the area of direct support and that are particularly involved in helping the fringe groups most severely affected by HIV/AIDS. They provide the help that the local communities need most urgently and that would not be available otherwise due to gaps in medical care and public or private funding.

By presenting the award to those who are fighting on the front lines, LIFE+ tries to make its dedication visible to point out the innovative ways in which organisations try to close the gaps in local and national support for those affected.

Previous laureates of the LIFE+ Award include:

- **2017:** Craig Owen (I WantPrEPNow) and Will Nutland (PrEPster) presented by Conchita and Verena Scheitz
- **2018:** Paris Jackson for Elizabeth Taylor AIDS Foundation (ETAF) and Joyce Jere (Country Director of Global AIDS Interfaith Alliance (GAIA) for the Elizabeth Taylor Mobile Health Clinic Program presented by Peter Jueptner

M-A-C Cosmetics and the **M-A-C AIDS Fund** will present the LIFE+ Award and the connected donation of 100,000 Euro for the third time this year. The money was collected solely from the sale of products of the VIVA GLAM series in Austria and Switzerland this year. Every single M-A-C Makeup Artist contributed to this donation with their work, and so did every single customer who bought a VIVA GLAM Lipstick.

This year, *Circus Zambia*, a project of the MTV Staying Alive Foundation, will be honoured with the award. It teaches youths acrobatics to improve their chances to find work and their quality of life.

The Award in the form of the LIFE+ Logo becomes the central guideline and symbolises the six terms based on each other:

HONESTY **ACCEPTANCE**
AWARENESS **HUMANITY**
COURAGE **LOVE**



THE LIFE BALL 2019 IN THE CITY HALL

The Festival Hall

Hosted by Absolut

Jake Resnicow, one of the top event organisers from New York, brings extravagant and fulminant visual shows into the festival hall with sensational acts. Choreographer Jonte Moaning, known for his high heels and androgynous look, who has worked with Beyoncé before, and transgender club diva Amanda Lepore will appear here. Deborah Cox, a Grammy nominee, who played Whitney Houston in the musical "The Bodyguard", and had as many as thirteen number-one hits in the billboard charts, will also appear in the Festival Hall. Other participants include: #1-Rated DJ Theresa + Live Percussion, dance music icon Kristine W (with 17 Billboard #1 Hits), Alan T ("The Door", "There is Only One") and professional dancers Miles Keeney and Conor Aaron McKenzie.

The programme is supplemented by the OMG SOCIETY, the Premium House Club of the Austrian queer scene. It is known for its unique mix of extraordinary guests and its long and memorable party nights. The OMG Residents Andi Mik and Sky, aka Mr. Nightingale, will ensure a great mood until the early morning.

Anyone who needs some time to recover from the action can find an island of relaxation brought by Shofah Spa in the stone boxes of the festival hall. Masseurs with tact and style will treat the ball guests to their diverse offering.

The "Wappensaal"

Hosted by Cirqueateria

For the last two years, Erich Zawinul and Troy Savoy have hosted the CIRQUETERIA Floor. For the first time, they bring their most extraordinary and extravagant show from London, featuring Beni Bendini, Cath, Pi the Mime, and the fabulous Bernard Hazen as a special guest of Cirque du Soleil.

Never before in the history of the Life Ball has there been such a show and star assembly on a single floor: other artists such as Cirque Haydotz, Max the Sax, Cherry & Ruby – the Siamese Twins, progressive brass band Blowing Doozy, acrobat Stefanie Millinger, TMCA and the amazing LEDies will spirit you away into the freaky world of opulence. When DJ Spray (aka Alexander Spritzendorfer), towering at 1.95 m, leans his distinctive bald head over the DJ mixer to start his work with the discs, he is about to engage in a Disco Soulutions duel against CIRQUETERIA host ZaVinyl. Other stars at the mixer, including Jon Gravy, Troy Savoy, Ossi and the one and only Mister Harvey Miller, will end the roaring party at the Life Ball.

The "Steinsaal I"

Hosted by Radatz

The "Steinsaal II"

Hosted by L'OR Kaffee

In the refined gold-and-black ambience, L'OR presents itself as an exclusive coffee partner at the Life Ball. The L'OR coffee lounge with barista service treats guests to a diverse and enjoyable coffee variety with popular classics and extraordinary coffee cocktails. A backdrop that fits this year's motto invites guests to linger and enjoy.

“Nordbuffet”

Hosted by Motto

The Nordbuffet holds the VIP lounge for the guests of the LIFE+ Solidarity Gala.

Floral decorations by the FIORI Company add artistic design to the room.

Austrian and international DJs ensure a good mood.

- DJ Mosey aka Pierre Sarkozy (Paris)
- DJ Wittgenstein (Munich)
- Philipp Mair (Vienna)
- Fe Vargas (Havana)
- DJ Phil H (Vienna)

The Grey Salon & the Small Salon

hosted by KEN

It is the pride and joy of Vienna's most refreshing gay pop club to support the Life Ball once again this year with POP, POP and more POP music. They add a good helping of (Eye)Candy, Drag Shows and Confetti.

KEN has long been deemed the comfortable home for everyone! Drag queens from around Europe offer a colourful line-up here. In addition to pop with a Berlin flavour, they play electronic sound from local DJs.

Let's get jägermeistered! Crafts meet zeitgeist – for the first time, Life Ball guests can be tattooed in the Grey Salon. In cooperation with the Graz Studio Create Tattoos & Art, they can have a lasting memory of the last Life Ball put in their skin. Iced Jägermeister shots are served with it.

Viennese artist Resa Lut is responsible for the visual installations and the room design of the Grey and Small Salons.

Programme:

DJs

- Sady Sanderson
- Shane
- Alessandro Caruso
- Mart.i

Acts

- Rage
- House of Sestras
- LayDee KinMee (Australia)
- Candy & Go Go Boys

Stadtsenatssitzungssaal

Hosted by Dollar Baby x EVITA

London's infamous party – where the freaks, uniques, famous and infamous have all played. The club started in 2016 with an appearance from Lady Gaga on opening night, and it's been non-stop hot every week since then. Described as 'the most fabulous event in London' Jodie Harsh and JJ Clark's night of excess and takes over a four-story strip club every week and attracts the likes of David LaChapelle, Rita Ora, Charli XCX, Sam Smith and Mert and Marcus to the dance floor. For the Life Ball, we'll be bringing our troupe of super stars to Vienna in a Wizard of Oz theme, and DJ's Jodie Harsh and resident Jonathan Bestley.

International house DJ and producer Mousse T (Peppermint Jam Jam & Defected Records) will additionally perform a special set and mark a highlight of the party.

Arkadenhof

The World Of Red Bull

The Life Ball's largest dance floor with international club sounds and Star-DJs ensures pure entertainment for the guests. The mix of great hospitality, unique decoration and the best technical effects shake up even the very last Life Ball.

DJ Line-Up

- Claudio Ricci (Ibiza)
- b2b Da-sha (Zürich)
- Sin Morera (New York)
- David Morales (New York)
- Philipp Straub (Vienna)

The Roncalli Mirror Tent in the Arcade Yard

hosted by Mario Soldo

In this tent, Mario Soldo aka Dame Galaxis is hosting a memorable night under the motto of "Variety Theatre of Life". The programme is aligned with that of a classical variety theatre. Every full hour, three artists from various areas will briefly take the stage at the centre of the tent before about 200 guests. The show starts at 11 pm and then continues every hour until 4 am.

Mario Soldo will appear as the director of the variety theatre. He will start out by singing "Welcome/Bienvenue" from Cabaret. Afterwards, Tini Kainrath will perform her medley "Best of Wienerisch". Iconic band Russkaja with its frontman Georgij Makazaria will heat up the atmosphere in the mirror tent. Other participants are a drag burlesque artist, a magic show of Viennese legend Magic Christian and the amazing DJ-duo Patrick Rampelotto (founder of Zirkus Maximus) and his wife Catherine Lemieux aka Rita Moreno. They will get guests in the right mood with a mix of "old pieces", film music, classical music and Fellini.

Around the mirror tent, the Arcade Yard will turn into a fairground with a chillout area and a smoking zone, with a gastronomy offer of Middle Eastern hospitality, spiced up with Viennese talk by Habibi & Hawara.

The arcade in front of the festival steps I

The official Life Ball tombola takes place this year as well: 4,000 tickets will be sold by stars and the charming tombola ladies. Every ticket is a winner. This year's tombola is presented by Interspar. Every ticket bought goes to the Life Ball's net profit to support important HIV/AIDS-projects.

The arcade in front of the festival steps II

Hosted by L'OR

On the plateau in the passage to the Arcade Yard, L'OR treats Life Ball guests to intense espresso enjoyment. The latest L'OR varieties „Papua New Guinea" and „Columbia", with the intense coffee aromas of their countries of origin, are special treats.

Ground floor in front of festival steps I & festival steps II

Ströck runs its Life Ball Snack Corner on the festival steps of the Vienna City Hall and serves sparkling refreshments there as well.

Upper floor festival steps I & festival steps II

Hosted by Kattus

Yard III

Hosted by Café del Mario

The yard III turns into a great ball room called "Café del Mario presents THE FREAK SHOW". Balloons on the ceiling and the Roncalli circus cart form the ideal scenery for the DJs here. One corner has the lounge of a tarot-card-reading drag queen. The yard walls are covered in red and golden stage walls from the state opera with "Walking Acts" (such as the hostesses of Amsterdam or the Reeperbahn). Before this backdrop, Mario Soldo and Ken Krüger aka Chantal St. Germain present their "Freak Show". Among others, they will present the bearded lady, the world's strongest man and the conjoined twins. DJ sets by Joyce Muniz and DJ Divinyl ensure a good mood with go-go dancers.

Official end of the Life Ball: 5 am

LIFE BALL PARTY IN THE VOLKSGARTEN

**Party 8 June 2019,
starting at 11 pm**

After the opening at the Vienna City Hall Square, all who have no Life Ball tickets can enjoy the Life Ball night partying in the Volksgarten.

After Hour: 9 June 2019, starting at 4 am

For all night owls who still have energy left to party after sunrise, the Life Ball After Hour in the Volksgarten offers the ideal party programme.

It has long become a fixed part of any wild Life Ball night: the Life Ball Party in the Volksgarten treats the music enthusiasts among its attendees to a very special DJ line-up once again this year:

GARDEN

23-01 Ilyas Heckmann

01-03 Nikolaus Mautner Markhof & Nikolaus Wagner

03-05 Wolfram

05-07 Roman Globan Milan Kalt

07-09 Wanderer

09-11 Catana

11-X Bono & Dennes

PILLAR HALL

23-01 Metino

01-03 DK

03-07 Surprise Act

CLUB

23-01 Mogyoro

01-03 Dominique Folie

03-05 Surprise Act

05-07 Steve Hope

07-09 Mark Duran

09-X DLV

PLEASE NOTE

- Strictly over 21
- One-Way ticket: Your ticket will be rendered invalid when you leave the event premises.

All revenues from ticket sales go to the net profits of the Life Ball.

Tickets for all Life Ball events in the Volksgarten can be bought from OETICKET, the official ticket partner of the Life Ball (www.oeticket.com)

mytaxi is the Life Ball 2019 taxi partner

mytaxi is the Life Ball's mobility partner once again this year. Save 25% of one fare with the voucher code "lifeball19" until 16 June 2019. Simply download the app from the Play- or App Store free of charge before the event, sign up and store a means of payment and your voucher.

Travel safely and comfortably around the Life Ball with mytaxi.

Life Ball Magazin – Wienlive Special

The sixth edition of the "Life Ball Magazine" comes out on 08 June. It is presented by the echo medienhaus. With a print run of 10,000, the high-quality magazine explains all about the Life Ball. It contains a preview of all the highlights, events and hot spots, as well as exclusive interviews, among others with Lea Delaria, François Sagat, Dita von Teese, Lance Bass and Bernhard Paul. The income from ad sales go to the association LIFE+ as a donation.

The magazine is sold at kiosks and distributed to all guests of the Life Ball 2019. It is also available at the Life Ball partner hotels, boutiques, spas, and the hot spots of the hood and scene gastronomy.

LIFE+ web shop

A web shop sells a creative range of products connected to the Life Ball once again this year. All products from our partners have a donation share and bring Life Ball Feeling from the virtual world right to people's homes with their exclusive design. The Life Ball web shop can be found at <https://lifeplus.org/shop/>

Products in the web shop:

L'Oréal Professionnel Life Ball Edition

As the official hair partner of the Life Ball 2019, L'Oréal Professionnel presents three exclusive Limited-Edition Styling Sets.

Each of the colourfully designed sets is made up of two Tecni.ART styling products. 5 Euro of every purchase are donated directly to LIFE+. Additionally, L'Oréal Professionnel cooperated with three Austrian top stylists to create three Life Ball Looks to reproduce at home. They are presented at www.lorealprofessionnel.at.

Limited Edition DSquared2 Caps

The 150-piece edition of the DSquared2 caps is available exclusively in the DSquared2 Store and AMICIS Boutique Vienna. The cost per cap is 165€ with total proceeds donated to LIFE+.

WEIN & CO Life Ball Edition 2019

For the second time, WEIN & CO is an official partner supporting the Life Ball with its WEIN & CO Life Ball Edition 2019. Under the motto "United in Diversity", the most popular wine dealer in Austria offers three different wines exclusively for sale in the WEIN & CO branches and the online shop (www.weinco.at/lifeball). The three wines, a Green Veltliner from Jurtschitsch, a rosé from Pia Strehn and a Blaufränkisch from Host Gager represent a cross-section from the Austrian wine scene. With their designs, they represent diversity in society. The collectors' edition was developed together with the vintners. It not only stands out for its inner values, but also leaves a lasting impression with its labels. Based on the Style Bible 2019, acrobatic figures are presented in a composition of signal colours and changing elements to symbolise social diversity. 2 Euro per bottle sold are donated to the association LIFE+.

PRIDE IN DIVERSITY – Absolut Life Ball Edition

For precisely 40 years, that is since 1979, Absolut Vodka has supported the LGBTIQ Community. It has brought out multiple Limited Editions in rainbow colours before. The Swedish premium vodka is once again a proud partner of the Life Ball this year. Together, they prove their "Pride in Diversity". Just as last year, the colourful core of this partnership is an "Absolut Life Ball Edition". It symbolises values such as love, cohesion and peace. The limited edition is available in well-stocked retail stores.

Backstage @ Life Ball

As a long-term partner, **M·A·C Cosmetics** once again brings about 30 make-up artists to the Life Ball. They are responsible for the models of the fashion show.

The make-up of the celebrity models is completed with hair creations by top hair stylist artist **Danilo Dixon** from **The Wall Group**, USA, and his team.

The make-up artists from **M·A·C Cosmetics** are supported by perfect in Make-Up by **Gaby Grünwald**, **Birgit Mörtl Design** and **Christine Wegscheider** for the opening show.

This year's official hair partner is **L'Oréal Professionnel** with approx. 30 stylists from across Austria. They will give artists and guests the true Life Ball style.

The debutant committee's make-up is applied by **Caro Erlacher & Team**.

The opening and the fashion show both would be impossible to implement without help from the students from the fashion school **Kunst.Mode.Design – Herbststraße**. They act as dressers backstage and ensure a perfect fit for every outfit. The costumes of the opening show will be provided once again by our long-term partner **Art for Art** this year.

All technology for the Life Ball is coordinated by the **Life Ball production team** again this year, in cooperation with **Puls Multimedia Productions – Eventservice** und **Multimediawerkstatt**, managed by **Andreas Brandl** and **Andreas Ratz**.

Plakativ Werbetechnik supplies large posters, look and feel for the Life Ball, made of technical textiles, meshes, plates and films, refined with state-of-the-art printing processes. Apart from material consulting, they also help with application, installation, printing methods and final customisation.

As a long-term logistics partner, **DB Schenker** supports the Life Ball and ensures smooth transport to and from the premises.

ART for ART is a long-term supporter providing many costumes. In addition to the artists on the stage, they also dress the volunteer helpers – the Life Ball Angels – with t-shirts and shorts for the setup work and the ball day.

Life Ball ticketing 2019

General ticket sales – processed by the official Life Ball ticket partner, **OETICKET** (www.oeticket.com) – offered two ticket categories: the Regular Ticket at 180 Euro, for everyone who wants to take time until just before the ball night to decide whether they want to come to the Life Ball classically elegant, or in keeping with the year's motto but not quite as elaborately and creatively styled; or the Style Ticket at 90 Euro for those Life Ball guests whose efforts around the extensive creation of a creative styling are rewarded with a lower admission price. Tickets for the festival hall lounge and gallery tickets are sold directly through the Life Ball Office. Remaining tickets for the LIFE+ SOLIDARITY GALA are still available through the Life Ball Office. Remaining tickets for the LIFE+ SOLIDARITY GALA are still available through the Life Ball Office.

Die Life Ball website

The website and the web shop are designed by Life Ball partner **Ploner Communications**. The company also consults and supports the ball in the area of Social Media.

Photo database

The Life Ball photo database can be found at <https://media.lifeplus.org/>. It contains current and archived photos from and around the Life Ball. The photo database is a volunteer service of **mediamid digital services GmbH**.

Accreditation

Artist, media representatives, volunteers and technicians working at the Life Ball 2019 are registered via a tried and tested accreditation system of **Social Creative Guest**. It is the same system that is used for the Deutscher Filmpreis.

Payments at the Life Ball 2019

The preferred means of payment at the 26th Life Ball on 08 June 2019 is the card. This can be an ATM card or any other credit or prepaid card. SIX Payment Services terminals make payments quick and easy. If you prefer to pay in cash, this is, of course, also possible. An ATM can be found in the city hall, in the *Friedrich Schmidt Halle*.

Sponsors and partners of the Life Ball 2019

Our thanks go out to

Abbvie (Public Health)
Absolut
AIDS Hilfe Wien
Albin Scheucher Graphic Design
Almdudler
Andaz Vienna am Belvedere
*any.act
APCOA
ART for ART Theaterservice
Artlogic
Aux Gazelles
AVPro
Baracuda
Barbaro Catering & Wine
Beat4Feet Productions
BQ777
Bernie Boess FilmProduktion
Birgit Mörtl Design
Bistro Südsee
Blacklane VIP Service
Blaguss
Brau Union – Heineken
Bundeskanzleramt
Bundesministerium für Arbeit, Soziales,
Gesundheit und Konsumentenschutz
Cafe Ansari
Cafe Leopold
Cafe Ulrich
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Caro Erlacher
Carpet Company
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Lower Belvedere
MAC Cosmetics
Magenta Telekom
Magistratsabteilung 33 – Wien leuchtet
Magistratsabteilung 34 – Bau- und Gebäudemanagement

Magistratsabteilung 36 – Gewerbe- Elektro-,
 Gasangelegenheiten, Feuerpolizei,
 Veranstaltungswesen
 Magistratsabteilung 41 – Stadt Vermessung Wien
 Magistratsabteilung 48 – Abfallwirtschaft Straßen-
 reinigung und Fuhrpark
 Magistratsabteilung 68 – Berufsfeuerwehr und
 Katastrophenschutz Wien
 mediamid digital services
 MEGABOARD
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 METRO
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 Österreichische AIDS Hilfe
 Palmers
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 Plakativ Werbetechnik
 Plan B
 Pizzeria Regina Margherita
 Ploner Communications
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 Puff die Bar
 Puls Multimedia
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 Radatz feine Fleischwaren
 Red Bull
 Red Carpet
 Redline Enterprise
 Reed Messe Wien
 Regina Margherita
 Resa Lut
 Roncalli
 Rote Bar
 Ruefa
 Röhler Bauphysik
 Safety Concepts

Salzburg Milch
 SAP International
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 Sebastian Würger
 Seefestspiele Mörbisch
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 SIX Payment Services
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 Thomas Kirchgrabner
 The Chapel Bar
 The Wall Group
 Titan-International
 Toi Toi Mobile Sanitärsysteme
 Trattoria Martinelli
 Tüchler Bühnen- und Textiltechnik
 Tü3 7
 Unicorn
 Vienna Paint Bildbearbeitungs GmbH
 Volksgarten
 Vöslauer
 WEIN & CO
 Wien Energie
 Wiener Linien
 Wiener Rathauskeller
 WienTourismus
 Wirtschaftskammer Wien
 Wishofer
 Wombats
 Wüstenrot
 Yes
 ZAMG
 Zeros
 Obsthof Zuegg



Free Hepatitis C tests at Life Ball and Euro Pride 2019:

"HepC is not a DJ" powered by AbbVie

Vienna, May 20, 2019 – Pharmaceutical company AbbVie is committed to breaking down the prejudices, misconceptions and fears surrounding hepatitis C, an inflammatory disease of the liver. A diagnosis of hepatitis C no longer means a life-long ordeal. Recent advances in treatment have made it possible for almost all patients to eliminate the hepatitis C virus from their body within 8 to 16 weeks. Yet the real key to preventing new infections and re-infections is knowing about hepatitis C and the virus that causes it (HCV).

Curability

Assoc. Prof. Doz. Dr. Thomas Reiberger, a hepatologist who heads a special outpatient clinic for HIV patients with liver diseases at Vienna General Hospital, explains: "Hepatitis C was difficult to treat until a few years ago. Today, no one needs to be afraid of taking the test or receiving a diagnosis of hepatitis C, because it's no longer a disaster. Thanks to new combination therapies, which are now available to everyone with the condition, cure rates are above 97 percent, depending on the type and progress of the disease. Treatment usually lasts 8 weeks, rarely up to 16 weeks. So getting yourself tested and treated is highly recommended."

Education and therapy

"In contrast to hepatitis A and B, there is no preventive vaccination against hepatitis C, and re-infection with HCV is always possible. We can beat the disease once and for all only through education and innovative therapies," says Mag. Ingo Raimon, General Manager, AbbVie Austria. "It is important to us to tell everyone who may be affected by hepatitis C how they can protect themselves. It is equally important to us to raise general awareness about early detection and treatment to help protect people from infection. This is why AbbVie consciously and purposefully supports initiatives that educate about hepC in a nonjudgmental way," Raimon adds.

HCV phone: hepatitis C Hotline 0650/96 765 43

With AbbVie's support, the dedicated outpatient clinic for liver disease at Vienna General Hospital hosts a special service: a hotline that provides low-threshold access to reliable medical information, helps callers to make appointments, and facilitates direct communication with the local expert team. The HCV phone in the outpatient clinic makes uncomplicated, time-saving and comprehensive HCV testing possible. Reiberger states: "Our HCV phone service addresses an urgent need. We provide first-hand information and counseling and, what's more, we're not afraid of frank discussion of sexual transmission issues."

Free hepatitis C tests at Life Ball and Euro Pride 2019

AbbVie is sponsoring a free HCV test in support of the HIV testing services provided by Life+ and AIDS Hilfe Wien (AIDS Help Vienna) at the Life Ball and Euro Pride 2019. HIV and HCV tests will be available in a testing and counseling tent at Rathaus Platz on June 7 and 8 and again from June 12 to 15. AbbVie's "Hep C is not a DJ" initiative specifically targets men who have sex with men with the aim of raising awareness about their specific risk of contracting HCV. For more information, please visit www.hepcdj.at.

About AbbVie

AbbVie (NYSE:ABBV) is a global, research-based biopharmaceutical company. AbbVie's mission is to use its expertise, dedicated people, and unique approach to innovation to develop and market advanced therapies that address some of the world's most complex and serious diseases. Together with its wholly-owned subsidiary, Pharmacyclics, AbbVie employs around 29,000 people worldwide and markets medicines in more than 170 countries. In Austria, AbbVie is represented in Vienna and employs around 140 people. For more information on the company, please visit www.abbvie.at.

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Life Ball: Blacklane chauffeurs Life Ball guests to the red carpet

Global chauffeur service Blacklane is the Official Transportation Partner and provides a fleet of premium vehicles with chauffeurs. These will provide peace of mind for all VIP guests as they help to navigate the city over the weekend and drop off VIPs at the venue.

VIENNA/BERLIN – Mai 30, 2019 – [Blacklane](#) is proud to be the Official Transportation Partner of Life Ball for the first time this year. The premium mobility provider, offering chauffeur and airport concierge services in more than 300 cities and at 500 airports worldwide, will ensure that guests of the charity event of the year will be able to sit back and relax before they begin the evening's festivities.

Blacklane is picking up both parts of the motto of this year's Life Ball. One part is connected to the well-known story *The Wizard of Oz* where the main character wears a pair of ruby slippers that help her on her magical journey. Blacklane provides the "ruby slippers" on wheels that make the journey so much easier for attendees.

For VIP guests arriving on the exclusive charter flight from New York, Blacklane will meet and greet them directly at the airport, providing a seamless arrival into Vienna. The highlight of the entire weekend will take place on the Ringstraße next to the Vienna City Hall. All Life Ball attendees will be driven by Blacklane over a black carpet, where they will then exit the vehicles and head for the red carpet.

As with all of Blacklane's services, providing peace of mind for guests is at the center of the company's activities at Life Ball. The guests should and will be able to focus on the purpose of their trip instead of having to deal with its logistics.

The other part of the motto of this year's Life Ball, "United in Diversity," is also a perfect match with Blacklane. Globally, the company has more than 400 employees with 70 different nationalities – and this does not even include tens of thousands of chauffeurs all over the world from all cultural backgrounds. One of Blacklane's core values is "Care." This is at the center of a variety of different initiatives with which the company lives up to its corporate social responsibility – including support of charity events as well as a program that offsets all of Blacklane's CO2-emissions worldwide, including all rides.

"Blacklane is very proud to support this year's Life Ball – an event that celebrates diversity and advocates tolerance and empathy. On the one hand, this motto is very much in line with our company's core values. On the other hand, we are looking forward to providing the attendees of Life Ball with the same impeccable service that we offer to all our guests," said Dr. Jens Wohltorf, CEO and co-founder of Blacklane.

All rides before, during and after the event will be organized and managed by Blacklane's professional event service. The team brings years of experience in providing transfer and shuttle services to events of all sizes and always delivers a tailor-made solution.

About Blacklane ([blacklane.com](#))

Blacklane is the global premium mobility service. We take stress out of travel across more than 500 airports, 300 cities and 60 countries. We guarantee high-quality chauffeur and airport concierge services at fair, fixed and all-inclusive rates. Book Blacklane on [our website](#) or [mobile apps](#) or via distribution and channel partners.

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Circus was yesterday – Today it's time for Roncalli

The Roncalli Circus was founded in 1976 by Bernhard Paul. Nowadays Roncalli is known as the "Most modern Circus in the World" (GEO France). Our completely redesigned program charmingly combines the romantic world of the circus with the demands of today. Nostalgia and modernity meet in an unforgettable show of spectacular acrobatics and magical poetry. In the beginning of 2016 Roncalli-Founder and – Director Bernhard Paul had the wish to show animals in the circus in a poetic and modern way. Together with "La Fiesta Escenica" from Spain he did show already different animals as puppets and costumes. For example Polarbears. But now was time to do a next step to the modern Times: "I saw the Superbowl from America. And Justine Timberlake was singing with Prince. But he did pass away. I was so impressed from the holographic technic. So I wanted to have it round", so Bernhard Paul. He did lead now on together with with a crew of 15 IT and 3D Specialists the Project. In March 2018 was the Premier of the 300° Holographie in the Circus. It was the Premierday of the new Tourshow "Storyteller" in Cologne in Germany. The Audience was directly touched and impressed by Roncalli's new way of classical Circus. In 2018 more than 500.000 Visitors did watch the Roncalli-Show at Germany and Austria (Only in Vienna in 4 weeks more than 75.000 visitors). But why Roncalli did make the step to not use Animals anymore? "Roncalli's Focus from the beginning was on Clowns, acrobats and poets acts. More than 30 Years just horse was used on the show. But in the last years Roncalli did change his Routing Concept to play only at Metropole-City in Germany and Europe." so Bernhard Paul. After the announcement not to use any animals at our shows we received more than 20.000 Emails and letters from all over the world. 95% positive feedback. When we started with our 300° Holographie the pictures and videos did go viral in Social Media. At More than 45 countries it was a News in the Media that Roncalli is the first circus to use holographic animals. Bernhard Paul did invest 500.000 € to make his dream come true. Biggest part was the technique we need to buy. "But I wanted to have it in high quality", so Bernhard Paul. A crew of 15 3D designers and software Engineers are actually creating new content. "We did do pioneer work. We did make holographie round. because in circus the stage is round. And I am already excited what will come next. This year 2019 we are also the first circus in the world to use an real Robot as an acrobatic Partner of an human being", so Bernhard Paul (Founder and Director of Circus-Theater Roncalli).

Roncalli is more than a circus. Roncalli is also an event agency that creates dream worlds and special moments worldwide. Whether on cruise ships, car presentations or company parties. Roncalli and his mastermind Bernhard Paul create with his huge collection of historical rides, merchants shops, circus cars, foodtrucks, costumes, music Instruments and circus props a unique atmosphere for your event.

"For more than 40 years now at Circus Theater Roncalli has been living peacefully and successfully together over 20 nationalities and various religions. Only the human and the ability counts. Not sexuality or skin color. 'Manege frei' for a beautiful Life Ball 2019." so Bernhard Paul (Founder and Director of Circus-Theater Roncalli).

For more Informations: www.roncalli.com



Gilead - Advancing Therapeutics, Improving Lives

Gilead Sciences has been at the forefront of advancing the care of people living with HIV for **nearly three decades**, driving advances in treatment, prevention, testing and linkage to care, and cure research.

*Today, it is estimated that **more than 12 million people living with HIV** globally receive antiretroviral therapy provided by Gilead or one of the company's manufacturing partners.*

Gilead continues to discover and develop next generation HIV therapies for all individuals who live with the disease, regardless of treatment status or age, in the quest for a cure. In addition to the science, Gilead is working to expand access to testing and linkage to care facilities for those infected with the virus wherever possible, and supporting access to therapy around the world.

Gilead is pleased to have sponsored LIFE+ over the last 3 years, and once again we will be supporting the 'Know Your Status' campaign and Life Ball fund raising event in 2019.

*At Gilead, **we believe that stopping the virus is possible** – but to do so, we need a comprehensive approach aimed at preventing future transmissions at one end of the spectrum, to helping people achieve good health while living with HIV at the other.*

Campaigns such as '**Know Your Status**' are key to ensuring that we reach the most vulnerable groups and **achieve the UNAIDS 90-90-90 goals by 2020**.

In addition to LIFE+, Gilead supports a number of initiatives aimed at increasing diagnosis and access to treatment across the globe; this includes the Elton John AIDS Foundation with their Key Populations Fund for Eastern Europe and Central Asia, the first initiative of its kind focussed on prevention and treatment of HIV for individuals most vulnerable to the HIV epidemic in the region: people who use drugs, sex workers, and gay and bisexual men.



M·A·C COSMETICS AND LIFE BALL – A PERFECT MATCH

Giving is glamorous ... is what describes the long lasting match between M·A·C & Life Ball best. An event of outrageous dress code, body paint and glitter meets the world's most creative, eclectic and artistic people who are ready to party! Ready to celebrate life and to fight united against HIV & AIDS.

All of this explains why M·A·C reunites with Life Ball this year on 08nd of June and will be supporting for the 10th year not only with more than 30 Make-up Artists from all around the world for the opening ceremony, but also by donating 250.000 Euro from the M·A·C AIDS Fund.

M·A·C and LIFE+ Award

M·A·C Cosmetics will be presenting a donation of 250.000 Euro to LIFE+ to support two different projects in the fight against HIV/AIDS. The two supported projects this year are going to be Circus Zambia, a project of the MTV Staying Alive Foundation and TREAT Asia, a project of amfAR.

Circus Zambia is a youthful and vibrant social circus company and creative hub that equips young people with circus, life and academic skills so that they can reach their full potential and enable Chibolya Township to blossom. TREAT Asia (Therapeutics Research, Education, and AIDS Training in Asia) is a collaborative network of clinics, hospitals, research institutions, and civil society that is working to ensure the safe and effective delivery of HIV treatments to adults and children across the Asia-Pacific through.

Both of the donations were raised exclusively by selling VIVA GLAM products in Austria in one single year. Every Makeup artist contributed to this success with his/her commitment, as well as every single customer has contributed in buying a VIVA GLAM Lipstick.



M·A·C VIVA GLAM

M·A·C VIVA GLAM, the heart and soul of M·A·C Cosmetics, was established in 1994 to support men, women and children affected by HIV/AIDS globally. As the largest corporate non-pharmaceutical giver in the arena, M·A·C VIVA GLAM is committed to addressing the link between poverty and HIV/AIDS by supporting diverse organizations around the world that provide a wide range of services to people living with HIV/AIDS. To date, M·A·C VIVA GLAM has raised over 500 Million US Dollar exclusively through the sale of M·A·C's VIVA GLAM Lipstick and Lipglass, donating 100 percent (excl. VAT) of the sale price to fight HIV/AIDS. For more information, visit www.maccosmetics.at.

#MACLifeBall

For further information about M·A·C & Life Ball, please contact:

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SAP AND LIFE BALL – IMPROVING PEOPLE’S LIVES TOGETHER

SAP is committed to making the world run better and improve people’s lives. In line with a long legacy of contributing to causes around HIV and AIDS, SAP is supporting the Life Ball for the second time this year. The energy and uniqueness of the Life Ball motivated SAP to step up once again and even higher in celebrating life and fighting alongside our customers and friends against HIV and AIDS.

openSAP and Youth Against AIDS Education

In its full support of the United Nations’ 17 Sustainable Development Goals (SDGs), SAP announced at the Life Ball 2018 that it would use its technology expertise to help educate youth on sexual and reproductive health. Together with Youth Against AIDS e. V., SAP produced an online course to deepen the understanding of youth peer educators on HIV prevention techniques and smart decision-making in early adulthood. The online course, leveraging tried and trusted classroom concepts, is available to existing peer educators on openSAP. (<https://youth-against-aids.org/> / #YouthAgainstAIDS / @YouthAgainstAIDS)

SAP Experience Management and Costume Voting

Creative, extravagant, and one-of-a-kind costumes are a staple to one of Europe’s biggest charity events of the year, the Life Ball. Each year, the Life Ball jury is responsible for selecting the most impressive costumes of the night. In 2018, for the first time ever, SAP offered a new way for the audience of thousands of people on the city hall square to participate in the judging by using a voting app. This year, SAP offers the same opportunity. Thanks to an SAP Experience Management solution, the audience’s feelings about the elaborate and thrilling costumes can be cast via smartphone and viewed by the jury in real time. The aggregated audience votes count as much as the vote of a member of the jury. This way, the evaluation of the best costumes becomes an exciting experience. (Voting: <https://sap-experience.live> / Information: <https://sap.com/xm> / #sapxm)

SAP and Charlize Theron Africa Outreach Project

In 2018, Charlize Theron met SAP and shared information about the wonderful work of the Charlize Theron Africa Outreach Project (CTAOP). In an effort to truly enable change and continue to create opportunity around the world, SAP accepted her personal invitation to see first-hand the work of her foundation’s program partners in South Africa. The trip allowed SAP to witness her organization’s commitment to preventing the spread of HIV and AIDS, and helping youth build a better future for themselves. SAP is using the backdrop of Life Ball to salute Charlize, her team, and their local program partners on their incredible work and presents a dedicated donation of EUR 50,000.- to the Life Ball to support CTAOP in continuing to make a difference. (<http://charlizeafricaoutreach.org/> / #ctaop / @ctaop)

About SAP

SAP is the market leader in enterprise application software, helping companies of all sizes and in all industries run at their best: 77% of the world’s transaction revenue touches an SAP® system. Our machine learning, Internet of Things (IoT), and advanced analytics technologies help turn customers’ businesses into intelligent enterprises. SAP helps give people and organizations deep business insight and fosters collaboration that helps them stay ahead of their competition. We simplify technology for companies so they can consume our software the way they want – without disruption. Our end-to-end suite of applications and services enables more than 437,000 business and public customers to operate profitably, adapt continuously, and make a difference. With a global network of customers, partners, employees, and thought leaders, SAP helps the world run better and improve people’s lives. For more information, visit www.sap.com.

#SAP4Good #openSAP #LifeAtSAP #PrideAtSAP

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Der Rathausplatz ist Wiens Zentrum des weltoffenen Miteinanders Stadt Wien einmal mehr stolzer Gastgeber des Life Ball 2019

Seit 26 Jahren engagiert sich der Wiener Life Ball für die Anerkennung und Akzeptanz HIV-positiver und an AIDS erkrankter Menschen. Als schillernde Verfechterin der Vielfalt tritt die weltberühmte Benefiz-Veranstaltung jeglicher Stigmatisierung und Ausgrenzung entschlossen und lebensbejahend entgegen. Als schrille Performance ist sie Ausdruck einer Gemeinschaft, die nach einer langen Zeit der gesellschaftlichen Unsichtbarkeit langsam den Weg ins Licht findet. In ein farbenfrohes Licht – wie der Regenbogen, der dem heurigen Motto des Life Balls leuchtendes Symbol und zugleich schützendes Dach ist.

Organisator Gery Keszler und sein Team spannen alljährlich ein vermeintlich triviales Thema rund um den Life Ball, das sich aber bei genauerer Betrachtung als ernste, mitunter auch unangenehme Botschaft entpuppt. Denn trotz der glamourösen Inszenierung klingt und dringt der eigentliche Sinn der Veranstaltung immer und überall durch – ein leidenschaftlicher Appell an die Gesellschaft, den steten Kampf für ein Miteinander, mehr Akzeptanz und das gegenseitige Händereichen niemals aufzugeben. Der Life Ball trägt diese Botschaften aus dem Zentrum Europas in die ganze Welt hinaus und erreicht, inspiriert und bestärkt dadurch Millionen von Menschen in ihrem Kampf gegen Vorurteile.

Wien ist stolz, Geburts- und Austragungsort dieser wichtigen und weltumspannenden Initiative zu sein. Denn die Bundeshauptstadt steht seit vielen Jahren für gelebte Integration, Toleranz und eine Kultur des respektvollen Miteinanders in Freiheit. Verankert in der Geschichte wurde Diversität immer als Reichtum, als Voraussetzung für Veränderung und Fortschritt gesehen. Was in Wien zählt, ist nicht Herkunft, sondern der Respekt vor unterschiedlichen Lebensmodellen und der Existenz des Einzelnen. Was es in einer weltoffenen Stadt braucht, ist nicht Bevormundung und Kontrolle, sondern den Raum und das Recht auf individuelle Entfaltung und eine lebendige Kultur.

Deshalb stellt die Stadt Wien auch dieses Jahr wieder das Rathaus und den Rathausplatz für den Life Ball zur Verfügung. Um diesem für die Gesellschaft und das Zusammenleben so wichtigen Anliegen eine angemessene Plattform zu geben und ein solidarisches Zeichen zu setzen – im Kampf gegen die tödliche Krankheit AIDS genauso wie im Eintreten für Offenheit, Toleranz und gegenseitiges Verständnis.

Gerade der Rathausplatz steht wie kein anderer Ort in Wien für Vielfalt und Begegnung. Dieser öffentlichste Raum der Bundeshauptstadt, der das ganze Jahr über Menschen unterschiedlichster Herkunft und Kulturen anzieht und einander näherbringt, ist nicht nur traditionelle Bühne für den Life Ball, sondern heuer auch Gastgeber für das EuroPride Village und damit Zentrum des größten europäischen Pride-Events für Vielfalt, Akzeptanz und Gleichberechtigung. Als weithin sichtbares Symbol für das weltoffene Miteinander im Herzen der Stadt fungiert dabei das riesige Kunstwerk auf dem Rathausurm: zwei Figuren, die einander tragen und auf einander bauen. Denn gemeinsam kann man alle schaffen – diese Grundüberzeugung ist in Wien, der lebenswertesten Stadt der Welt, fest verankert.



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