

## **Media, UN Bat for HIV/AIDS Initiative**

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Two United Nations organisations and regional media have partnered with the International Cricket Council (ICC) on an initiative to increase awareness about HIV/AIDS on the eve of the region's hosting of the Cricket World Cup.

While the world is tuned to the tournament, the United Nations Children's Fund (UNICEF), UNAIDS and the Caribbean Broadcast Media Partnership (CBMP) will combine their skills in an effort to raise the awareness about the deadly disease.

CBMP is a coalition of 54 broadcasters in 23 nations. The partnership also includes Pan-Caribbean media companies, international media companies, and regional groups that work on HIV/AIDS or study media.

The three organisations will focus on the plight of young persons living with HIV/AIDS and highlight the resources and actions required to deal with the situation.