

HIV/AIDS Made the Focus of Cricket World Cup 2007

Radio Jamaica rjr94fm.com

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The International Cricket Council and its star players are teaming up with more than 50 Caribbean broadcasters in a powerful HIV/AIDS media campaign.

With over four billion eyes watching, the coalition of Caribbean broadcasters will launch the historic Pan-Caribbean effort that encourages audiences to LIVE UP: Love, Protect, Respect, in conjunction with the opening of ICC Cricket World Cup 2007.

The massive campaign aims to strengthen the fight against HIV/AIDS by making HIV/AIDS the official health focus of the tournament.

The historic effort has been joined by the ICC, which is lending its support.

LIVE UP announcements will premiere at the opening of CWC on Sunday and featured throughout the games.

Components of the campaign include television and radio public service announcements.

The programme was made possible through the collaboration of over 70 television and radio stations across the Caribbean.