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**JAMAICAN “HERO” HONORED AT ELTON JOHN AIDS FOUNDATION OSCAR PARTY
*KERREL MCKAY TELLS CELEBRITY AUDIENCE HOW SHE “LIVES UP” IN AN AGE OF AIDS***

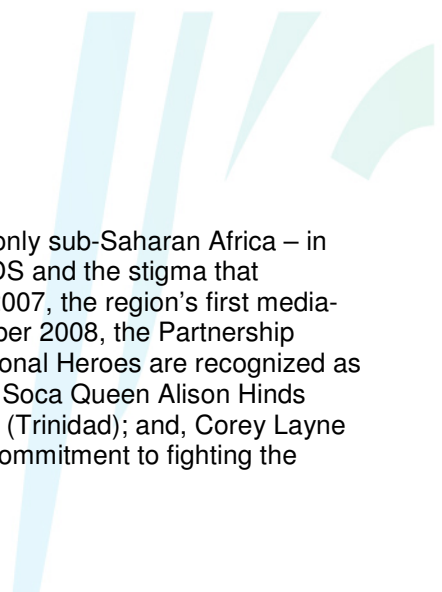
Bridgetown, Barbados – HIV outreach worker, Kerrel McKay, was a star among Hollywood’s finest last night at Sir Elton John’s annual Academy Awards Viewing Party in Los Angeles. McKay, 23, of Portland, Jamaica, was invited to attend the celebrity benefit as a representative of the Caribbean Broadcast Media Partnership on HIV/AIDS (CBMP), a coalition of more than 80 broadcasters across 25 islands and territories united in response to AIDS. Kerrel is a member of the CBMP’s “LIVE UP Heroes” campaign, which recognizes the work of everyday heroes in the fight against HIV through a series of radio, television, and online public service ads (PSAs) currently broadcast across CBMP member stations. Sir Elton John, whose foundation has supported the CBMP since 2006, has appeared in HIV-themed PSAs distributed by CBMP broadcasters.

Kerrel’s own experience in the face of AIDS demonstrates it is possible for even the youngest child to play a positive role in response to the epidemic. When she was just nine years old, Kerrel’s father became infected with HIV. He died when she was 13. For several years, Kerrel was his primary caretaker. She cleaned the house, washed his clothes, did his grocery shopping and took him to his doctor’s appointments. Following his death, she decided to use her experience as a chance to impact the lives of others. “I realised I could educate young people,” she says. “I could use my story to help people understand. We are all affected by this disease.”

At last night’s event, Kerrel spoke passionately about her own experience losing her father to AIDS, and about how she has committed to fighting the stigma that surrounds the disease in Jamaica and across the Caribbean. She also encouraged the audience – which included many top celebrities, philanthropists, and powerbrokers – to remain steadfast in their efforts to combat the disease, which disproportionately impacts the developing world, including the Caribbean. After her remarks, Sir Elton presented Kerrel with a special award for her leadership as a LIVE UP Hero.

“Kerrel, like all of our LIVE UP Heroes, embodies the best of CBMP’s LIVE UP campaign which aims to inspire our audiences, especially young people to consider what is in their power to stem the spread of HIV/AIDS. Her courage and passion embody the regional movement LIVE UP has become by linking our audiences with one message of hope and possibility”, said Allyson Leacock, CBMP Executive Director.

David McBean, CEO, CVM Communications in Jamaica and Chairman of the CBMP’s Steering Committee felt a double sense of pride: “As a Jamaican, naturally I am proud of Kerrel’s work as a LIVE UP Hero but also as a broadcaster who from CBMP’s inception signed on to make HIV a business priority, this is a wonderful opportunity to demonstrate the power of our broadcasters in the Caribbean committing our airtime to share the work of so many heroes working to stop the spread of HIV and making life better for those living with the disease. This shows clearly that when we speak up and step up, we can make a difference”



The Caribbean is the world's second most heavily impacted region – behind only sub-Saharan Africa – in terms of HIV incidence. Recognizing the need to open a dialogue on HIV/AIDS and the stigma that surrounds the epidemic in the Caribbean, the CBMP launched “LIVE UP” in 2007, the region's first media-led public information campaign to raise awareness and fight stigma. In October 2008, the Partnership launched its LIVE UP “Heroes” campaign. In addition to Kerrel, six other regional Heroes are recognized as part of this effort, including Miss Universe 1998 Wendy Fitzwilliam (Trinidad); Soca Queen Alison Hinds (Barbados); Keith Kemp (Bahamas); Shana Marius (St. Lucia); Luke Sinnette (Trinidad); and, Corey Layne (Barbados). All of these Heroes share Kerrel's positive outlook and tireless commitment to fighting the stigma associated with HIV in the Caribbean.

About CBMP

Created in 2006, the Caribbean Broadcast Media Partnership on HIV/AIDS (CBMP) unites 83 top broadcasters from 25 countries in the region's first coordinated media response to the pandemic. The Partnership creates a structured framework for sharing information and resources among broadcasters that significantly expands HIV/AIDS-related programming and public education activities across the Caribbean. Member broadcasters deliver HIV/AIDS information across a variety of platforms and formats, including targeted public service announcements (PSAs), entertainment programming, news and public affairs programming, and online resources. In 2007, the CBMP launched **LIVE UP** – the Caribbean's first media-led regional initiative that links people together with one message of hope and possibility and inspires everyone to consider what is within their power to stem the spread of HIV/AIDS. The CBMP is the regional action arm of the Global Media AIDS Initiative (www.thegmai.org), a U.N.-supported effort conceived by the Kaiser Family Foundation to mobilize the world's media in response to AIDS.

The CBMP is overseen by a Steering Committee of broadcast executives representing a diverse constituency of media houses and countries from the region, and operates from a regional headquarters office in Barbados reporting to an independent Board of Trustees chaired by Sir George Alleyne, UN Special Envoy on HIV/AIDS for Latin America and the Caribbean. The CBMP receives strategic direction, technical guidance and production support from the Kaiser Family Foundation. Along with Kaiser, the Ford Foundation and the Elton John AIDS Foundation were founding partners of the initiative and provide ongoing financial support to underwrite production of campaign materials and informational resources. For more information on the CBMP at <http://www.cbmphiv.org> and to learn more about LIVE UP and the Heroes Campaign you may visit <http://www.iliveup.com>

About EJAF

Since its establishment in 1992 by Founder and Chairman Sir Elton John, the Elton John AIDS Foundation (EJAF) has raised nearly \$125 million to support HIV/AIDS prevention and service programs in 55 countries around the globe. Today, EJAF is one of the world's leading non-profit HIV/AIDS organizations. EJAF focuses on supporting community-based prevention education programs, harm reduction programs, and direct services to persons living with HIV/AIDS, especially populations with special needs. These efforts include HIV/AIDS-related physical and mental health services, HIV testing and counselling, street outreach and education, food distribution, assisted living services, social service coordination, and community volunteer recruitment and support.