

BEAT HIV, SPREAD THE POSITIVE DANCE4LIFE VIRUS [PRESS RELEASE]

South African celebrities kick-off International viral campaign on Facebook

Pretoria, 13 September 2010 - As we approach World AIDS Day on December 1st, dance4life is spreading a positive virus around the world. This week several South African and International celebrities, like Terry Pheto, Jenerik Soulz, Lee-Roy Wright, Doutzen Kroes and Paul Oakenfold, kick-off the international campaign Beat HIV, spread the positive dance4life virus. The campaign is running on Facebook and focuses on raising awareness about HIV and AIDS.

Spreading the positive dance4life virus

People can join the positive dance4life virus and spread it to their friends on www.facebook.dance4life.com. By the end of the campaign more people should be infected with the positive dance4life virus than people actually got infected with HIV during that same period. Daily 7400 people still get infected, which means that until World Aids Day 592.000 people will get infected with HIV. By joining the positive dance4life virus and forwarding it to friends, the positive message is spread around the globe. Step by step the positive virus will take over the world and beat HIV. By spreading this positive virus, dance4life spreads and shares knowledge about HIV and AIDS to young people, while at the same time challenging stigma and taboos.

South African and international celebrities spread the positive virus

Several South African celebrities like dance4life ambassadors Jenerik Soulz and Terry Pheto, Craz-E presenter Lee-Roy Wright, Y-FM DJ Mpho Maboi and celebrity make-up artist Nthato Mashishi joined dance4life to spread the positive dance4life virus. The other South African faces of the campaign are Khabonina Qubeka, Sai & Ribatone, Verd, Jae, DJ Dean Fuel, Raelene Rorke and DJ Royal K. They join a large number of International celebrities such as top model Doutzen Kroes, Paul Oakenfold and DJ Chuckie who support the campaign as well and actively spread the positive virus all over the world. All the faces ask their fans and friends to join them and beat HIV by spreading the positive dance4life virus.

In 2008, Jenerik Soulz donated the track "Room Service" to dance4life for its first compilation CD which also featured tracks by DJ Tiesto, the acclaimed international megastar dj/producer and other big international producers such as Maxi Jazz, Armin Van Buuren & Paul Van Dyk. Proceeds made from the CD sale were used to fund dance4life school projects. Music is the tool Jenerik Soulz uses to reach a great pool of ears in educating people across all forms of culture, simply because "Music is the vernacular of the human soul."

About dance4life

dance4life is an international non-profit organisation founded in 2003 that unites young people through music and dance and empowers them to push back the spread of HIV and AIDS. dance4life is active in 25 countries around the world. South Africa was one of the first countries to set up the dance4life programme and to date has reached over 50,000 young South Africans between the ages 13 to 19. dance4life's major partners include Durex, European Union, Dutch Postcode Lottery, Oxfam NOVIB, the Dutch Ministry of Foreign Affairs, PSO and UNFPA. www.dance4life.com

For more information or to interview one of the faces of the campaign, please contact:

dance4life South Africa

Judith de Frel, brand manager

+27 (0)72 4877648

j.defrel@dance4life.com

For more please also take a look at:

facebook.dance4life.com

www.dance4life.com

www.jeneriksoulz.com

www.twitter.com/dance4lifeint

www.dance4life.com/sa

www.facebook.com/dance4lifesouthafrica

www.twitter.com/dance4lifesa