



# PRESS RELEASE

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**Harlem United Community AIDS Center**

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## **Harlem United Highlights Growing HIV/AIDS Crisis Among New Yorkers Of Color & Delivers A Message of “Hope, Health & Healing” During Harlem’s 39<sup>th</sup> Annual African-American Day Parade**

On Sunday, September 21, 2008, during Harlem’s 39<sup>th</sup> Annual African-American Day Parade, Harlem United will launch an awareness campaign about the growing HIV/AIDS crisis among Harlem residents and New Yorkers of color and deliver a message of “Hope, Health & Healing” to our community.

When the parade kicks off at 111<sup>th</sup> Street & Adam Clayton Powell Boulevard at 1:00 p.m., Harlem United will field a parade float with clients and staff, and distribute powerful HIV/AIDS awareness messages via thousands of hand-held fans, t-shirts, and postcards to parade participants and spectators.

Based on the most recent HIV/AIDS epidemiological data from federal, state, and city health departments, Harlem United’s parade campaign will deliver the following disturbing facts:

- 50% of new HIV infections are among Black men and women
- 1 in 3 HIV-positive New Yorkers is a woman of color.
- Harlem residents are almost 3 times as likely to be HIV-positive as other New Yorkers.
- 1 in 4 New Yorkers who are HIV-positive don’t even know it.

As Mr. Joe Pressley, Managing Director of Harlem United’s “Blocks Project” commented: “We’re very proud to be a part of the African-American Day Parade. It’s a great and vibrant Harlem tradition. But we must also shout from the mountaintop: ‘HIV/AIDS is not over!’ This disease is a calamity for each of us and for Harlem. We must act now, as a community. Safe sex can stop HIV infection. If you have HIV/AIDS, you can manage your disease. In fact, Harlem United can offer you the high quality healthcare you’ll need, and in a healing environment. So, there truly is hope.”

Harlem United will offer free and confidential HIV and STD testing during the parade, too. We will also urge our neighbors to call 1-877-TEST125 to schedule HIV and STD tests either at Harlem United’s Testing Offices—on 72 West 125<sup>th</sup> Street, Lower Level, New York, New York 10027—or at home (a special Harlem United service).

Since 1988, Harlem United has provided a unique continuum of healthcare, supportive housing, and HIV prevention services to over 20,000 clients. Our “one-stop shop” enables us to treat the whole person—mind, body, and spirit—in a compassionate and supportive environment.

Last year, Harlem United served over 4,000 clients. In addition, our HIV prevention staff completed over 33,000 testing, education, and outreach encounters.

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**HARLEM UNITED COMMUNITY AIDS CENTER**

[www.harlemunited.org](http://www.harlemunited.org)