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FOR IMMEDIATE RELEASE

National HIV Testing Day Campaign Launched in Western North Carolina

Asheville, NC (Jun 17, 2008) – National HIV Testing Day will be celebrated nationwide on June 27, 2008, and in this region the awareness campaign includes frequent replay of a public service announcement featuring Queen Latifah, Jamie Foxx and players from several National Basketball Association teams. The PSA directs individuals to the website testing411.org where they can find a convenient testing location by entering their zip code.

The PSA highlights statistics published by the Centers for Disease Control and Prevention, such as the estimate that one in four Americans living with HIV does not know it, and the fact that AIDS is the leading cause of death among African Americans. It encourages viewers to join millions of other Americans in celebrating National HIV Testing Day on June 27th by getting an HIV test anytime during the month of June.

The PSA is being aired at least seventy-five times in the South Carolina/North Carolina/Virginia markets by Charter Communications, in support of HIV prevention education and outreach activities conducted by the Western North Carolina AIDS Project. Charter Communications, Inc. is the third largest publicly traded cable operator in the US, serving approximately 5.7 million customers in 29 states. The PSA was produced with funding from the Henry J. Kaiser Family Foundation.

The Western North Carolina AIDS Project, also known as WNCAP, is an AIDS service organization that was founded in 1986 and is dedicated to providing supportive services

for those living with HIV and AIDS as well as HIV prevention education and information for all residents of Western North Carolina.

The Public Service Announcement may be viewed on the WNCAP website by clicking the “Testing and Hotline numbers” image on the Education page of the WNCAP website, www.wncap.org.

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