

## **- DOES HIV LOOK LIKE ME?™ Campaign featured on Gay.com and PlanetOut.com**

Hope's Voice commemorates World AIDS Day with PlanetOut, Inc. and an exclusive content partnership for Gay.com and PlanetOut.com. Campaign posters of David, Duane, Lance, Nate, Shelton, Tim, Todd and Tyler and interviews are featured on the websites from November 17 – December 1. Executive Director Todd Murray sat down with PlanetOut, Inc. to talk about Hope's Voice, the alarming statistics and challenges young people living with HIV or AIDS face. The content is included in the headline news on the homepage of both websites.

The content will reach out to over 2 million members and visitors. "Hope's Voice is happy to create this exciting partnership to provide the eye-catching and powerful content that will give a face and voice to HIV and AIDS. The 25th anniversary marks an important time of not only looking in the past, but also looking towards the future. We are thrilled to reach communities around the world with our important messages. We acknowledge the need for open communication in a community that has been affected so deeply from the HIV and AIDS epidemic," says Todd Murray, Executive Director.

For more information on Hope's Voice and the *Does HIV Look Like Me?* campaign contact Todd Murray, Executive Director at 212.459.1599.

To read the interview with Hope's Voice speakers and view the *Does HIV Look Like Me?* campaign images on Gay.com visit <http://www.gay.com/content/slideshow/?coll=2257&navpath=/channels/health/hiv/worldaids/>

To read the interview with Hope's Voice speakers and view the *Does HIV Look Like Me?* campaign images on PlanetOut.com visit <http://www.planetout.com/content/slideshow/?coll=2257&navpath=/entertainment/>

To read the interview with Hope's Voice Executive Director on Gay.com visit <http://www.gay.com/health/hiv/?sernum=4106&navpath=/channels/health/hiv/worldaids/>

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### **About Hope's Voice**

Hope's Voice is a national HIV and AIDS organization committed to promoting the education and prevention of HIV and AIDS to young adults. Hope's Voice uses open dialogue and peer-to-peer education, through both speaker appearances of young adults living with HIV and AIDS and progressive programs to send this crucial message: HIV and AIDS does not discriminate. The aim of Hope's Voice is to raise awareness and help young adults create the social change that is needed to end this epidemic. Please visit [www.hopesvoice.org](http://www.hopesvoice.org) for more information on our speakers, tours and programs.

### **About PlanetOut, Inc.**

PlanetOut Inc. is the leading global media and entertainment company exclusively serving the lesbian, gay, bisexual and transgender (LGBT) community.

PlanetOut's digital media brands include Gay.com, PlanetOut.com, OUT&ABOUT Travel, Advocate.com, Out.com, OutTraveler.com and HIVPlusMag.com, as well as localized versions of the Gay.com site in English, French, German, Italian, Portuguese and Spanish. PlanetOut print media brands include The Advocate, Out, The Out Traveler and HIVPlus, as well as SpecPub, Inc. titles. Transaction services brands include e-commerce websites Kleptomaniac.com and BuyGay.com, travel and events marketer RSVP, book publisher Alyson Publications, and direct marketer Triangle Marketing Services, among others. To learn more please visit [www.planetout.com](http://www.planetout.com).

**Press Release**

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