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HOPES VOICE INTERNATIONAL SIGNS ON SOUTH AFRICAN PHOTOGRAPHER LIAM LYNCH TO HEAD UP THE DOES HIV LOOK LIKE ME? PRINT CAMPAIGN IN SOUTH AFRICA AND SWAZILAND



NEW YORK, NY, 29 February 29 2008 – Hope's Voice International officially signed on South African photographer Liam Lynch for the Does HIV Look Like Me? campaign photo shoots. The choice was easy after seeing Liam's work, which is best described as emotional and compelling--two of the key terms used when describing the Does HIV Look Like Me? campaign, making it a perfect fit.

Liam Lynch has been described as both artist and journalist. As a political science major turned photographer, his work focuses on counter-culture as an ongoing project. His images on various aspects of youth culture have been included in numerous youth publications and exhibitions. His personal and lyrical approach encouraged his being presented as an artist, though he defines himself as a documentarian, or "story-teller."

The Does HIV Look Like Me? campaign is a multi-media video and print campaign featuring campaign ambassadors, young adults living with HIV or AIDS. The campaign ambassadors are standing up to fight for human rights and against misconception and inequality with their faces, voices and stories. The campaign is mobilizing and uniting young adults living with HIV or AIDS to define their disease – in turn redefining their life. The campaign is providing the leadership skills and tools to lead the movement against stigma and ignorance. The photo shoot features the ambassadors and will be distributed by the country campaign host and the international partners' regional offices. The print campaign will utilize the fashions of local designers to provide for a cultural identity to the images.

Liam Lynch adds: "Since last year, working in conjunction with activists and survivors, I have truly felt that views regarding "media portrayal" are starting to shift, and that a positive presentation of those dealing with HIV or AIDS is starting to be recognized as a truth that must be told. I also feel that this project is an important part of that presentation, and I am grateful to be playing a role in it."

Liam Lynch's work can be viewed by visiting <http://www.questioneverything.co.za>.

The Does HIV Look Like Me? campaign can be viewed by visiting www.doeshivlooklikeme.org.

To receive more information on becoming an ambassador, hosting the campaign or receiving the Does HIV Look Like Me? sponsorship kit all requests can be directed to jamaturo@hopesvoice.org.

About Hopes Voice International

Hope's Voice International, founded in 2004, trains and represents young adults living with HIV or AIDS. The speakers travel to high schools, colleges and universities sharing their stories and creating open dialogue. Each speaker shares the message that HIV and AIDS does not discriminate. In four short years the agency has reached hundreds of schools and over half-a-million young people. Hope's Voice International is the leader in HIV and AIDS education in the United States and has been featured in Newsweek, USA Today, MTV, BET, POZ and Hope's Voice will be featured as the Hero in an upcoming issue of People Magazine.

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