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From: Hong Kong AIDS Foundation

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## FOR IMMEDIATE RELEASE

### Hong Kong AIDS Foundation's New Corporate Photo Shoot Fully Supported by Ms. Vivian Chow and Mr. Rex Tso

Hong Kong diva and "Caring Ambassador" of the Foundation, Ms. Vivian Chow (周慧敏), Hong Kong's most popular professional boxer, Mr. Rex Tso, as well as two popular TV programme hosts, Mr. Brian Chan and Mr. Thor Lok, were invited to participate in the new corporate photo shoot for the Foundation on 16 August 2018. To further promote our HIV/AIDS prevention and education, the promotional theme of the Foundation this year will be "Love with Sextitude", aiming at promoting the message that everyone should first, treat sexual behavior in a serious and responsible manner, and second, take HIV tests annually as part of a regular medical check-up.





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Vivian will also show her full support by broadcasting a live video on the day of the photo shoot on the Foundation's Facebook page. A new set of promotional posters and videos will be released in October 2018. Stay tuned for the latest announcements on the Foundation's official website (<https://aids.org.hk>) and social media platforms!

### **Regular HIV Testing**

HIV antibody testing should be considered as part of a regular check-up. The Hong Kong AIDS Foundation is now calling on those who have a history of unsafe sex to contact the Foundation for an HIV antibody test via the channels below. This test should be conducted three months after unprotected sexual exposure / possible HIV exposure, and all tests are free, anonymous and confidential.

- 1) Helpline/WhatsApp: 9093 0335
- 2) Line: HIVTesting
- 3) WeChat: HKAIDSFOUNDATION
- 4) Website: <https://www.aids.org.hk/>

### **About the Hong Kong AIDS Foundation**

The Hong Kong AIDS Foundation was established in 1991 and is a non-governmental social service organization. The Foundation's mission is to limit the spread of HIV infection in the community. Throughout the years, the Foundation has been actively engaged in the promotion of AIDS education, the provision of services, and the nurturing of a harmonious and caring environment for those infected with or affected by HIV/AIDS. For more details about our work, please visit <http://www.aids.org.hk>.

### **Media Enquires**

For media enquiries, please contact Ms. Noel Chan, Marketing and Publicity Manager of the Hong Kong AIDS Foundation, at 2560 8528 / 9474 1308 or by email to [noelchan@hkaf.com](mailto:noelchan@hkaf.com); or Ms. Brenda Chan, Assistant Director of the Strategic Public Relations Group Limited, at 2114 4396 / 6108 6048 or by email to [brenda.chan@sprg.com.hk](mailto:brenda.chan@sprg.com.hk).