

## TheBody.com Launches #RedRemindsMe Campaign to Commemorate World AIDS Day

Written by Australian Business

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NEW YORK, NY, November 19, 2014 **/24-7PressRelease/** -- Remedy Health Media's TheBody.com, the complete HIV/AIDS resource, launched the #RedRemindsMe social media promotion. The campaign, launched in conjunction with TheBody.com's World AIDS Day coverage and advocacy resources, will give people from all walks of life a way to demonstrate how HIV/AIDS impacts them. People are invited to submit photos they have taken that incorporate the color red, evoking the theme of the red ribbon that is a globally recognized symbol of empowerment, hope and advocacy in the battle against HIV/AIDS.

"We are three decades into the HIV pandemic, but humanity still has a long way to go in terms of understanding the virus and treating those who live with it fairly," said Myles Helfand, the editorial director of TheBody.com. "This campaign gives us a new, unique way to encourage others to creatively -- and publicly -- take their own stand against ignorance, discrimination and unjust treatment of people living with, affected by or at risk for HIV."

Participants will be able to enter the #RedRemindsMe contest by sharing photos that include their opinions about the current state of HIV and how it affects them. Entries will include the hashtag #RedRemindsMe and can be shared via Facebook, Twitter, Instagram, or by way of direct submission on TheBody.com.

A panel of judges will choose one grand prize winner and award that person with two tickets to the annual LifeBeat pre-VMA Concert -- a major event that leads up to the MTV Video Music Awards -- as well as travel accommodations. Past performers of this concert include popular music artists such as Sam Smith, Iggy Azalea, Maroon 5, Ke\$ha and many more. Two runner-up submissions will also be selected, and will receive cash prizes.

You can learn more about this campaign and TheBody.com's World AIDS Day coverage by visiting <http://www.thebody.com/RRM>. World AIDS Day is on December 1st and photo submissions for #RedRemindsMe are due by Friday, December 12th.

Download the campaign videoDownload the campaign image

About TheBody.com TheBody.com's mission is to use the web to lower barriers between patients and clinicians, demystify HIV/AIDS and its treatment, improve the quality of life for all people living with HIV/AIDS and foster community through human connection. TheBody.com and its sister site for health care professionals, TheBodyPRO.com, are part of Remedy Health Media, a leading health information and technology company that helps millions of patients and

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caregivers live healthier, more fulfilled lives. Learn more at [TheBody.com](https://www.thebody.com).

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