



## **Iris House Expands Presence in South Bronx; Opens New Location to Serve Residents At Risk Of or With HIV/AIDS**

### **Launches New Social Marketing Campaign Reaching Heterosexual Men**

New York, NY – September 19, 2011 – Iris House, the country’s first community-based organization meeting the needs of women, families and at-risk communities infected with and affected by HIV/AIDS, today announced the organization is expanding beyond its two current locations in Harlem with the planned opening of its South Bronx office. The new location will allow Iris House to serve the more than 400 current clients who currently reside in the neighborhood while reaching out to additional Bronx residents who are at risk of HIV infection or are HIV+.

Iris House will host a Ribbon Cutting Ceremony to mark the opening of the new location on September 26, 2011, from 10am to 11:30am. Invited guests and speakers will include Jose M. Serrano, NY State Senate; Reuben Diaz, Jr., Bronx Borough President; Christine Quinn, Speaker, New York City Council; Carmen Arroyo, Assembly Member; Maria del Carmen Arroyo, City Council Member; Helen Foster, City Council Member; Monica Sweeney, MD, NYCDOHMH Assistant Commissioner; Millicent L. Freeman, NYC DOHMH, BSTDC and Prevention; and Dennis Mitchell, Denny Moe’s Superstar Barbershop.

During the Ceremony Iris House will also unveil “Love Your Life, Keep it 100”, their new social marketing campaign targeting heterosexual men ages 18-24, a forgotten population in the fight against HIV.

The Bronx has some of the highest rates of HIV infection in New York City, including the South Bronx community, which has the 3rd highest rate of infection among NYCs 42 neighborhoods, and over 23,000 residents living with HIV. Over 450 Bronx residents died of HIV/AIDS or related illnesses in 2009, and this is the leading cause of premature death in the Central Bronx.

**For media wishing to attend:**

When: Monday, September 26, 2011

10:00 am—11:30 am

Where: Iris House — South Bronx Outreach Center

756 East 175th Street between Prospect and Crotona Avenues

### **About Iris House**

Iris House provides services for women, families and communities infected with and affected by HIV/AIDS. In addition to providing family-centered services that promote prevention, education and awareness, Iris House also offers practical services that address the day-to-day needs and reality of living with HIV/AIDS. Iris House provides nutritional counseling and meal programs, intensive case management, scatter site housing, mental health services and support groups, and job and life skills training. Since opening its doors in 1993, Iris House has assisted more than 1,800 individuals cope with HIV/AIDS. For more information on Iris House and Iris House programs, please visit [www.irishouse.org](http://www.irishouse.org)

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