



Bus Shelters and Websites Entreat Young Men to “LOVE YOUR LIFE - KEEP it 100 NYC”

Iris House HIV/AIDS Social Marketing Campaign Targets 18 - 24 Year Old Heterosexual Men in Harlem and the South Bronx

New York, NY – October 3, 2011 – Young people are seeing the messages pop up at bus stops, on fliers and via the web. In a social marketing campaign launched last week, 18 - 24 year-old heterosexual men in the South Bronx and Harlem are encouraged to **“LOVE YOUR LIFE - KEEP it 100 NYC”** (www.KEEPit100NYC.org). The goal is to increase HIV/AIDS awareness and encourage safe sex attitudes of shared responsibility, openness and honesty ("Keeping it 100").

The new creative marketing campaign is sponsored by 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. Funding for the campaign has been provided by Substance Abuse and Mental Health Services Administration (SAMHSA) via the Center for Substance Abuse Prevention (CSAP).

“We’re excited with the new campaign, which is one of the centerpieces of Iris House’s Listen-Up Program to educate young African-American heterosexual men and men who are having sex with men (MSM) in substance abuse and HIV prevention interventions,” commented Ingrid Floyd, Executive Director of Iris House. “For years, there has been a strong correlation between substance abuse and the transmission of HIV/AIDS among at-risk racial/ethnic minority young adults. Further contributing to this community-wide problem is the fact that nearly 90% of the women served by Iris House contracted HIV/AIDS through their male partners. The Listen-Up program aims to reduce substance abuse and HIV/AIDS transmission while promoting positive communications among sexual partners to help change social norms and attitudes of males regarding condom use. The program also encourages leadership through peer-to-peer behavior discussion and modification.”

To effectively spread these messages throughout the community, a team of volunteers and Iris House staff has placed KEEP It 100 NYC posters and palm cards in barbershops, beauty salons, schools, places of worship and other community businesses in the geography served by Iris House – Harlem and the South Bronx. Large-scale posters at local bus shelters and content on websites are also key elements of this bold, bright campaign.

The KEEP It 100 NYC initiative is the first HIV/AIDS social marketing campaign to include QR codes on the creative materials. People interact with QR codes by scanning the barcode with their mobile phone

camera. A QR reader application is needed to detect the QR code. You can download a QR reader application to your smart-phone for free through a mobile application store, like Apple's App Store. People who scan the KEEP it 100 NYC QR code are quickly linked to resources such as "free condom" locations and HIV testing sites.

The campaign was developed by Duane Cramer and his team at DUANE CRAMER creative (www.duanecramer.com). DUANE CRAMER creative is a black-owned social marketing advertising agency. Cramer refers to the combined use of creativity, marketing, and social activism as "Artivism" – which is well utilized in this campaign.

"KEEP it 100 NYC is going to be a successful benchmark program for effectively engaging a community in a movement that will create positive and healthy changes in social norms. I am proud that the development of this initiative was truly a community collaboration," said Mr. Cramer.

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.

Contacts:

Ingrid Floyd
Executive Director
Iris House
646-548-0100 x238
IFloyd@irishouse.org

Duane Cramer
Creative Director + Principal
DUANE CRAMER creative
415-828-8086
duane@duanecramer.com

For Media Inquiries:

Justin Jackson
Executive Vice President
Burns McClellan
212-213-0006
jjackson@burnsmc.com



"LOVE YOUR LIFE - KEEP it 100 NYC" Bus shelter poster