



For Immediate Release

Media Contact:

Ingrid Floyd,

Executive Director

Iris House

ifloyd@irishouse.org

646-548-0100 *238

Iris House launches new social media campaign, *Simply Glow'd*, in honor of National Black HIV/AIDS Awareness Day

Launch Event Scheduled for Saturday, February 6, 2021 - 11 am – 3 pm

New York, New York, February 6th, 2021- Iris House announces the release of **Project Glow-Simply Glow'd** a public health awareness social marketing campaign funded by the federal Substance Abuse and Mental Health Services Agency (SAMHSA). **Simply Glow'd** aims to promote HIV, STI and Hepatitis C testing and substance use and mental health services among youth and young adults ages 13 to 29 year olds in East and Central Harlem and the South Bronx.

Simply Glow'd utilizes local youth social media influencers who create and share personalized social media messages about self-efficacy, healthy behavioral choices and solidarity among their peers in an effort to promote HIV testing and safe sexual behaviors. **Simply Glow'd** influencers represent youth from diverse backgrounds, including LGBTQ, queer and non-binary youth, youth of color, college students and youth affected/infected by HIV, substance use and mental health disorders. **Simply Glow'd** promotional content will be posted on various social media platforms including Instagram, Facebook and Twitter. **Simply Glow'd** comes from knowing and owning your HIV/STI/HCV status as well as Keeping it 100 by getting tested, using condoms and staying mentally healthy! **Simply Glow'd** encourages youth to shine by making positive choices. **#GetThatGlow #GlowUp!**

“We are really excited about our latest campaign, **Simply Glow'd**, created by the marketing team of the AIDS Healthcare Foundation.” Says Iris House Executive Director, Ingrid Floyd. “This new campaign shines the light on the need to engage young people in discussions on how to end the HIV epidemic, teaching them how to make healthy sexual decisions and allowing them to Glow and be proud of the decisions they make.”

In NYC, almost 10,000 youth under the age of 29 are living with HIV; over 40,000 youth between 13-24 years old were diagnosed with an STI; and alcohol continues to be the most widely used substance among America's youth. At the end of 2018, an estimated 1.2 million people were living with HIV- of those numbers, 482,900 were among Black/African American people.

In commemoration of National Black HIV/AIDS Awareness Day, Iris House will be hosting several events to promote the campaign. Each event will offer the opportunity for youth, young adults and community members to know their HIV, STI and/or Hepatitis C status and be connected to medical and pharmacy services. Each event will also include music, refreshments and campaign giveaways.

Date: Saturday, February 6, 2021

Time: 11 am – 3 pm ET

Address: Iris House, 2348 7th Avenue, New York, New York 10030

Phone: 646-548-0100

Date: February 9, 2021

Time: 11 am – 3 pm ET

Address: AHF, 655 Morris Avenue, Bronx, New York 10451

Phone: 347-699-1472

Date: Saturday, February 13, 2021

Time: 11 am – 3 pm ET

Address: Scott's Drugs, 701 Park Avenue, Plainfield, New Jersey 07060

Phone: 908-342-3924

About Iris House- Established in 1992, Iris House has over 27 years of service in East and Central Harlem and the South Bronx and over 11 years in Central Jersey. Its mission is to save lives through comprehensive support, prevention and education services for women, families and underserved populations affected by HIV/AIDS and other health disparities in a safe, family-centered environment by passionate, professional and culturally competent staff.

For more information about Simply Glow'd or any of the events, please contact Ofelia Barrios, Senior Director of Community Health Initiatives at 646-548-0100 ext. 306 or obarrios@irishouse.org