



Golden Rule Services

"Treat others the way you want to be treated, but even better."

FOR IMMEDIATE RELEASE

October 14, 2015

NEWS RELEASE

Contact: Clarmundo Sullivan

National Latino AIDS Awareness Day is October 15, 2015

"You & I Will Defeat AIDS"

'Tu y Yo Vamos a Derrotar al SIDA'

National Latino AIDS Awareness Day (NLAAD) was established in 2003. The annual NLAAD campaign addresses the impact of HIV and AIDS in Latino communities in the United States, including the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

This day is coordinated by the Latino Commission on AIDS and encourages Latino/Hispanic communities in the U.S. to get involved by promoting and organizing HIV and AIDS prevention awareness activities.

Each year the Latino Commission on AIDS develops a theme for NLAAD. The theme for 2015 is, "**You and I Will Defeat AIDS ('Tu y Yo Vamos a Derrotar al SIDA')**". It shows the importance of defeating AIDS by educating themselves on HIV, having the conversation about HIV, getting tested for the virus, and receiving medical care if they are already infected.

According to the Center for Disease Control and Prevention (CDC), in 2013, Latinos accounted for 23% (10,888) of the estimated 48,145 new diagnoses of HIV infection in the United States and 6 dependent areas. Of those, 85% (9,266) were in men, 15% (1,610) were in women and less than 1% (13) were in children. In the Sacramento County HIV/AIDS Surveillance Annual Report 2014, 69 new **AIDS** cases were diagnosed and reported. Of those cases, 18 (26.1%) indentified as Hispanic. Hispanics more than doubled in the number of **HIV** cases in 2013 compared to 2006 (35 vs 14, respectively).

In honor of NLAAD, Golden Rule Services is proud to offer:

WHAT: FREE rapid HIV antibody testing, free condoms and lubricants

WHERE: Golden Rule Services

4433 Florin Road, Suite 760, Sacramento, CA 95823
(916) 427-4653

For more information, please contact Mr. Clarmundo Sullivan at (916) 427-4653.

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