



# GOLDEN RULE SERVICES PRESS RELEASE

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## **NATIONAL HIV/AIDS AND AGING AWARENESS DAY IS SEPTEMBER 18**

SACRAMENTO, CA — Golden Rule Services supports efforts to bring awareness to the issues related to HIV and aging in our country. Through National HIV/AIDS and Aging Awareness Day (NHAAD), our organization is committed to putting an end to HIV/AIDS related stigma, discrimination, and misinformation about prevention care and treatment for those over 50.

In 2018, the Centers for Disease Control and Prevention reported persons aged 50 and older accounted for approximately: 17% of new HIV diagnoses; 47% of persons with HIV; 71% of all deaths of persons diagnosed HIV infection. Of those individuals who were diagnosed with HIV at age 50 or older, 40% were 50-54 years of age. Specific programs must be developed and implemented for the aging population who need to be informed about the transmission and prevention of HIV.

For over 20 years, Golden Rule Services has successfully provided a variety of award -winning HIV and STD education, prevention, risk reduction and other important services. Our mission is to reduce health, education, employment and criminal justice disparities within diverse and underserved communities through the provision of culturally competent programs and resources. GRS supports the Getting To Zero Strategy: a plan that strives to achieve zero HIV infections, zero AIDS deaths and zero HIV/AIDS stigma.

**We encourage everyone to come out and get educated, get tested, get involved, and get treated around HIV/AIDS at our offices at 4433 Florin Road Suite 860, Sacramento, CA 95823. You do not need to make an appointment, although for faster service we do encourage you to call and schedule a time with us.**