



GOLDEN RULE SERVICES MEDIA ADVISORY

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NATIONAL LATINO HIV/AIDS AWARENESS DAY IS OCTOBER 15

SACRAMENTO, CA — 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.

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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%) identified as Hispanic. Hispanics more than doubled in the number of HIV cases in 2013 compared to 2006 (35 vs 14, respectively).

We encourage everyone to come out and get educated, tested, and involved. We are at 4433 Florin Road Suite 760, 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.