



GOLDEN RULE SERVICES MEDIA ADVISORY

4433 Florin Road, Suite 760, Sacramento, CA 95823
goldenruleservicesacramento.org

Clarmundo Sullivan, Executive Director
916-427-4653, clarmundos4grs@aol.com

APRIL 4, 2016

NATIONAL BLACK HIV/AIDS AWARENESS DAY IS APRIL 10

SACRAMENTO, CA — April 10th is National Youth HIV & AIDS Awareness Day (NYHAAD). It is the first national awareness day specifically focusing on the impact of HIV on youth.

HIV is a potential issue for people of any age, but many young people do not see themselves at risk and don't know how to protect themselves from infection. In the United States, an estimated 22% of all new HIV infections diagnosed in 2014 were in young people aged 13-24 years. With expanded HIV prevention outreach and education efforts, we are working to keep a new generation of young people from becoming infected. Reducing new infections and addressing the disproportionate rate of HIV among youth are priorities in the National HIV/AIDS Strategy for the United States: Updated to 2020. Prevention, testing, and treatment are three elements that can make a difference.

For over 16 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. Some of the communities we serve include People of Color, youth, gay, lesbian, bisexual and transgender, substance users, low income community members, people living with HIV, ex-offenders, and the uninsured and underinsured.

We encourage everyone to come out and get educated, get tested, get involved, and get treated around HIV/AIDS at our offices anytime this week, but especially on Saturday between 10am and 2pm. 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.