



## **2013 WAD Campaign-“Red Ribbon into Campus”**

In collaboration with the Sohu Charity and BD China, GBCHealth China developed an initiative that aims to promote HIV AIDS awareness and prevention on campus through the use of Internet and social media. The initiative is to encourage college students to develop innovative HIV messages (video, print, audio, etc), then dissemination such messages within the greater campus community through Internet and social media. We received many innovative proposals from college students from various cities in China including Beijing, Shanghai, Chengdu, Hangzhou, and others. Subsequently judges from Sohu, GBCHealth, UNAIDS, UNICEF and China CDC reviewed these proposals and voted on the winning entries. This initiative encouraged students and their peers to be involved in the campaign against HIV by directly challenging their creative minds and subsequent engagement through on-line interactions.

A special website was developed under Sohu Charity Channel, AIDS related information was shared through this webpage, there is an online Q & A activity with 10 AIDS related multiple choice questions.

Promotion of the online game was made by Sohu.com to its millions of Internet users; prizes are awarded to those who have completed the game/QA through a random selection process. The website for the event is <http://gongyi.sohu.com/s2013/weiaixingdong/index.shtml>.

Finally, the Award Ceremony was held on Dec 1, 2013 at 1 pm at the Beijing Normal University. Dr. Wang Ning, Deputy Director of NCAIDS, Ms. Guy Taylor, Advocacy and Information Officer of UNAIDS China, Ms. Zhang Lei, HIV Specialist of UNICEF China, Mr. James Deng, General Manager of BD Greater China, Mr. Michael Shiu, VP & Regional Director of GBCHealth, Mr. Wang Minghao, Chief Editor of Sohu Charity Channel participated in the awards ceremony and delivered speeches. College student representatives from Shanghai Jiao Tong University, Peking University and Zhe Jiang University shared their experiences in carrying out AIDS advocacy programs on campus. After the formal speeches, the VIP guests presented awards to the final winners.

A musical performance was held after the awards ceremony. The VIP guests were interviewed by 10 media, this helps promote the campaign and distribute AIDS information to the general population.

Attached please find a few selected photos of this event.



Participants in the Awards Ceremony



Student Volunteers for the WAD Initiative



Mr. James Deng, GM BD China, with Award Winner



Dr. Wang Ming, Deputy Director of China CDC



Michael Shiu, VP & Regional Director, GBCHealth



Mr. Guy Taylor, Advocacy and Information Officer of UNAIDS China.



Ms. Zhang Lei, HIV Specialist of UNICEF



Mr. Michael Shiu, GBCHealth China with Award Winners



VIP guests accepted media interview.



Performance at the WAD Award Ceremony



# 爱青春为“T”行动

## 颁奖典礼暨“艾滋病日公益主题音乐节”

你们是一群有主见，个性飞扬的90后  
你们有独特的视角，有温暖人心的力量

世界艾滋病日这天，有你们奉献的身影

期待你我他的加入，共同助力艾滋公益

爱青春，为“T”行动



### 活动简介

爱青春，为“T”行动——颁奖典礼暨“艾滋病日公益主题音乐节”是2013为“T”行动校园公益活动风采大赛征集活动的高潮篇，本次音乐节将邀请艾滋病领域权威专家，重量级嘉宾为大赛中表现优秀的志愿团队进行颁奖，届时还会欣赏到知名校园歌手及乐队的精彩演唱。

### 报名方式

报名方式：关注新浪或腾讯官方微博“爱青春2013为T行动”，发微博“\*2013为“T”行动#我要参加艾滋病日公益主题音乐节我要爱2013为T行动”，即可收到入场邀请码，名额有限，300席位，欲报从速！  
报名时间：2013年11月22日-11月29日

### 活动信息

活动时间：2013年12月1日13:00-18:30  
活动地点：北京师范大学·北园剧场

### 活动流程

入场签到 13:00-13:30  
颁奖&媒体问答 13:30-14:30  
高校民谣音乐节 14:30-18:30

### 歌手&乐队

1. 王佳妮：青年民谣歌手，知名曲目：《一个人看小丸子》《白日梦游》《情愿》
2. 小猛：2007年组建橘子乐队，知名曲目：《迷途》《鲁信》《放飞的心》
3. 翻兰 (DOLAN) 乐队：将蒙古族传统音乐以新形式在新疆的年轻人心中心引起共鸣，知名曲目：《黑帽子吹向》《山顶上》《奇迹》
4. Kamila nasr：旅居在北京的加拿大人，知名曲目：《A Simple Song》《Chasing Fireflies》
5. 欧阳皓一：北京知名指弹吉他手
6. 北师大Heaven store 乐队：风格：不明，偏好：不明，知名曲目：《北师大》《小王子》《Oh!Lah!Lah!》《小酒馆》



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