



## A NEW CAMPAIGN FROM UNIVISION AND THE KAISER FAMILY FOUNDATION

**“SOY...”** (*I AM...*), is a groundbreaking public information campaign that confronts stigma, debunks myths and empowers the Latino community to take action in the fight against HIV/AIDS. The campaign features everyday Latinos -- mothers, daughters, siblings and brothers -- speaking openly about AIDS and related issues, including sex and protecting yourself and those that you love.

**“SOY...”** will be previewed at the opening plenary session of the U.S. Conference on AIDS on September 18, 2008 in Fort Lauderdale. The campaign will make its on-air debut across the Univision network and affiliates on National Latino AIDS Awareness Day, October 15, 2008.

Univision and the Kaiser Family Foundation – in conjunction with the Latino Commission on AIDS – will make “SOY...” campaign materials and complementary informational resources available to community organizations, local health centers, and NLAAD organizing committees. Be sure to look out for your Official “SOY...” Community Kit, to be delivered by mail in early October!

**“SOY...”** is an initiative of *Entérate!* – a partnership of the Kaiser Family Foundation and Univision – that provides Latinos with information and resources on HIV/AIDS and related issues. *Entérate!* was launched in 2001 and, in 2002, it became the network’s primary pro-social effort, expanding in scope to include other public health issues. *Entérate!* is a multiplatform initiative that integrates HIV/AIDS related messaging across Univision Networks (and cable networks Galavision and Telefutera) through public service ads (PSAs), news features, and special programs and provides free resources online through Univision’s web portal and the campaign’s toll-free hotline.

**Find out More:** [www.univision.com](http://www.univision.com) (Uniclave: SIDA)  
1-866-TU-SALUD

Soy... is an official media component of 2008 National Latino AIDS Awareness Day.

