

# press release

**Standard Chartered and MTV Staying Alive Foundation come together to support HIV and AIDS projects across Asia and Africa**

***New programmes will benefit young people fighting to conquer HIV and AIDS***

**London, 28 November 2014** - MTV Staying Alive Foundation (MTV SAF) and Standard Chartered, a leading international banking group, are giving organisations led by young people a boost in the campaign to tackle HIV by funding grants to reduce new infections of HIV and AIDS related deaths.

An estimated 35 million people are living with HIV. Around half of people with HIV become infected before they turn 25, and AIDS-related illnesses are the second most common cause of death among 20–24 year olds. The new partnership will bring together two organisations that have been focussed on education for the prevention of HIV for over thirty years collectively.

To date, MTV SAF has awarded 488 grants across 66 countries reaching millions of young people. Through the new partnership, Standard Chartered will provide funding for projects, which are delivering tangible on-the-ground support such as providing HIV tests, distributing condoms, educating young people about HIV and AIDS and training peer educators.

**Commenting on the partnership, Georgia Arnold, Executive Director and Founder, MTV SAF, said:** “I am delighted that MTV SAF has embarked on this exciting partnership with Standard Chartered to address challenges associated with HIV and AIDS faced by young people. I have been a long time admirer of Standard Chartered’s ‘Living with HIV’ programme.”

“Joining forces with a well respected international organisation such as Standard Chartered will bring advantages that go far beyond the financial support of the grant. Complacency related to the prevention of HIV and AIDS is still killing people. MTV SAF knows that the smartest way to fight HIV is to stop it before it even starts. By equipping young people with the knowledge required to keep themselves and those around them safe, we are helping to save lives.”

**Annemarie Durbin, a member of Standard Chartered’s Executive Management Group and the Executive Sponsor for the Bank’s *Living with HIV* programme, said:** “We know that fear, complacency and stigma are some of the greatest challenges that we face in trying to bring an end to the 6000 new HIV infections every day. MTV SAF has been breaking down the barriers that contribute to new HIV



infections and discrimination faced by young people who are affected by HIV for over fifteen years. The positive approach that the foundation takes is very powerful.”

“The new partnership is an opportunity for Standard Chartered to do more to reduce the spread of new infections. By giving people the facts, we encourage them to make safer lifestyle choices and by supporting a non-disclosure and non-discrimination approach, that we challenge ourselves and others to think differently about HIV and AIDS.”

As part of MTV SAF’s mission to stop HIV before it starts, the foundation provides small grants, training and mentoring to youth-led grassroots organisations, enabling them to spread the message of HIV prevention to young people who need it most. Standard Chartered and MTV SAF have been delivering HIV and AIDS awareness programmes for over fifteen years each, focusing on building awareness, providing education, and challenging stigma.

MTV SAF will announce the recipients of its 2015 grant funding on 1 December, 2014, World AIDS Day.

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**About The MTV Staying Alive Foundation**

The MTV Staying Alive Foundation is an international content-producing and grant-giving organisation dedicated to stopping the spread of HIV among young people. The Foundation creates and distributes challenging and entertaining HIV-prevention content across MTV channels and with third-party broadcasters, while finding and funding young leaders who are tackling the HIV epidemic in their own communities.

To date, MTV Staying Alive Foundation programming has reached 100% of the top 50 countries affected by HIV, and has awarded 488 grants in 66 countries around the world, distributing over \$5 million to grassroots HIV-prevention projects. The MTV Staying Alive Foundation is registered as a UK charity and as a 501c3 charitable organisation in the US.

For more information visit: <http://stayingalivefoundation.org>

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