



***For Immediate Release
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20th World AIDS Day: Leadership

On the occasion of World AIDS Day 2007, Association Francois-Xavier Bagnoud – FXB International (FXB) is joining the worldwide campaign to spread awareness about the pandemic and encourage proactive, preventative advocacy.

The theme of this year's World AIDS Day is "Leadership", an essential component in the effort to control the spread of HIV and a cause that FXB has championed from its inception as an organization.

Founded on the principle that health and human rights are inextricably linked, FXB has worked for the past two decades to protect and save the lives of millions of children around the world who have been orphaned or made vulnerable by AIDS and poverty. FXB has developed a number of low cost programs, most notably the FXB Village Model Program, designed to empower beneficiaries and to eradicate extreme poverty. FXB's approach is unique, not only for its attention to the underserved population of the world's children orphaned by AIDS, but also for its documented successes and its cost-effective, sustainable structure.

FXB Founder and President, Albina du Boisrouvray, has argued for many years that the AIDS pandemic is not only a global health issue, but also a social and economic crisis that is ripping apart the fabric of countless communities worldwide. Tragically, this lethal virus is leaving millions of children without the emotional, physical, educational and social support that provide much needed security in those early formative years.

"Every citizen of our global co-op must learn from the examples provided by those on the front line—the health care workers, community organizers, people with HIV, and the family members and neighbors who open their homes and hearts to orphaned children," says Albina du Boisrouvray. "We are all in this together, each a colorful piece of the mosaic that forms the whole picture. And it is precisely this mosaic, a palette of innovative solutions that is needed to reintegrate orphans to prevent the acceleration of a global disaster."

To reweave the torn social fabric, we need to end the discrimination within communities and to strengthen the local heroes and volunteers. Under the leadership of Albina du Boisrouvray and CEO Bilg  Og n Bassani, our programs directly benefit from the firsthand cultural knowledge provided by our local staff. The next step is to then bring in the missing actors in our affluent international society by encouraging their solidarity and generosity.

With compassion, we can mobilize the needed resources. We have combined research, training, education, and advocacy in small but potent efforts. Each of our programs is infused with an omnipresent concern for quality, cultural sensitivity and sustainability.

In a world driven by globalization from above, we promote globalization from below. Together, with other international leaders of this powerful humanitarian project, we can put our minds and hands to work and prevent the further erosion of social and economic systems that put the most vulnerable of our world's citizens at risk.

Visit our continually evolving website at www.fxb.org to find out more about the range and depth of our work at FXB.

Contact: Kari Frame
FXB USA, 777 United Nations Plaza, New York, NY 10017, USA
Tel. +1 212 697 3566 / Email: usa@fxb.org