

The AIDS Alliance launch.

Contributors

AIDS Alliance (Great Britain)

Publication/Creation

[1988?]

Persistent URL

<https://wellcomecollection.org/works/wd2f4gdt>

License and attribution

Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).



Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>

THE AIDS ALLIANCE LAUNCH

We would like to invite you to the press launch of "The AIDS Alliance" on February 3rd at 6 p.m. to be held at Smith's Galleries, 28 Neal Street, Covent Garden. The press panel will include, in addition to representatives of the Alliance members, Anita Roddick, Clare Rayner and other well known figures.

The AIDS Alliance has been formed by Britain's top AIDS charities, such as The Terrence Higgins Trust, as a way to co-ordinate and maximise the funds raised to help the vital voluntary sector work in the AIDS care, counselling, prevention, education and information dissemination field.

The AIDS Alliance will co-ordinate its members as one unit in the fields of media fundraising, corporate sponsorship/fundraising and payroll giving and as such it will be the major voluntary sector AIDS fundraising organisation in the UK.

The Alliance has been launched with a major national advertising and design competition called "Ads Against AIDS". Endorsed by the Design Council and backed by the strongest advertising and design committee ever pulled together to back a charity event, the aim of the competition is to find the best logo, press/poster and direct marketing campaign with which to brand and establish The Alliance as Britain's main AIDS fundraising organisation. The winners of the competitions three categories will have their work used in the first major AIDS Alliance fundraising campaign.

Victoria Wood, Stephen Fry and Melvyn Bragg (courtesy of Spitting Image) will be announcing the winners at the Smiths champagne reception and you will be joined by people from the world of the arts, entertainment, politics, commerce and industry. The top 200 entries from the competition will also be on show for a weeks exhibition at Smiths which has been sponsored for us by the government AIDS agency, T.B.W.A. ; The Conran Design Group ; Yellowhammer ; Grayling PR ; Wiggins Teape Fine Papers ; Envelope Printers Ltd and Brandprint.

This is the first significant sponsorship of an AIDS event in the UK, with over £12,000 generated in corporate support, thus ensuring that all monies raised go direct to the receiving charities.

For further information please ring Jon Dee or Vicky Cooper on 01-376 5651/2.