



NYC Student Discount Initiative for AIDS

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www.fightapathy.org

"Because until we find a cure, every day is World AIDS day."

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FOR IMMEDIATE RELEASE

STUDENTS HOLD LARGEST AIDS FUNDRAISER IN 10 YEARS AT NYU CONTRIBUTING TO A TOTAL OF OVER \$25,000 FOR HIV/AIDS RELIEF

New York, NY, March 3, 2003 – The New York City Student Discount Initiative for AIDS (NYC SDIA) announced today that over \$25,000 for HIV/AIDS relief was raised by the student-run group and its sister organization, the Penn World AIDS Foundation, since June 2002. NYC SDIA, composed mainly of New York University (NYU) undergraduates, finished off its initial semester with triumph, holding the largest HIV/AIDS fundraiser in 10 years at NYU during AIDS awareness week in December 2002.

The success of the group resulted from organizing a discount card program along with a spoken word poetry tour, entitled, "Beyond Words, Beyond Borders." The tour visited ten venues along the east coast, raising approximately \$16,000 through joint efforts by NYC SDIA and Penn World AIDS Foundation. It served to raise both awareness as well as money for the global crisis.

"NYC SDIA has an analysis about the AIDS crisis that is desperately needed, seeing it not just as a missionary effort, but tied to the larger issues of politics. Dec. 10 was an amazing event to be part of," said Walidah Imarisha of Philadelphia, from the spoken word duo "Good Sista/Bad Sista."

With the help of NYU sorority Alpha Phi Zeta, NYC SDIA spotlighted the talents of both nationally acclaimed and locally recognized artists including Taylor Mali, one of the original poets to appear on the HBO series "Def Poetry Jam"; Carlos Gomez, spoken word activist and co-founder of the Penn World AIDS Foundation at the University of Pennsylvania; Project 5, an NYU-sponsored hip-hop club performing spoken word; and Thumpus, winner of this year's Battle of the Bands at NYU.

"The fact that so many students are utterly disconnected from the global AIDS pandemic is overwhelming. The SDIA is working hard to change that. This has the potential to be a national movement at every major university, and we hope other groups will be inspired to start similar programs at their own colleges," states Eric Cioe, President of the NYC SDIA.

The NYC SDIA sold hundreds of discount cards to students and faculty of New York City schools, raising approximately \$4,600, of which 100% will be expressly donated for HIV/AIDS relief in care of Doctors Without Borders, an international relief organization. The Penn World AIDS Foundation will also contribute \$5,000 from its own discount card sales this past semester.

ABOUT NYC SDIA

The New York City Student Discount Initiative for AIDS was founded in Manhattan by several NYU students in June 2002, in order to raise funds for AIDS relief in Sub-Saharan Africa. The non-profit student-run organization operates a discount card program sponsored by local merchants spread throughout lower Manhattan.

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