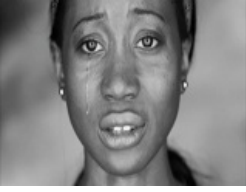


NO MORE TEARS, SAYS HOPE FILLED AD FROM HILL HOLLIDAY



Boston's Hill Holliday ad agency has created, a brilliant new television advertisement, aimed at promoting sales of products that are a part of the (RED) campaign. (RED), whose goal is an AIDS-free generation, receives a share of the profits whenever a participating product finds a buyer. The group has convinced many retailers to assign some of their commodities as RED items. The (RED) RUSH to Zero campaign, lasting for ten days, commences today. The prime goal of the campaign is to rid the world of Aids and deliver an Aids free generation by 2015. Gabriel Jaramillo, general manager of the Global Fund to Fight AIDs, Tuberculosis and Malaria, in a Press Statement said, "We've made so much progress in the fight against AIDS over the last decade. Now would be the worst time to slow down." Apart from other events that the campaign has planned, including in-person and digital events and interactions with brands, celebrities, gamers, music fans and consumers around the world, they are also releasing a highly poignant, moving and arresting ad that reflects hope and expectation and signals that there is a light at the end of the darkness. "When you choose (RED), you help people with HIV get the medicine they need to stay alive," says a voiceover in the ad "Tears." "By 2015, we can virtually end the transmission of HIV from mother to child. The beginning of the end of AIDS starts with you." The Ad is simple in its conception. A range of male and female faces, all staring vacantly into the unknown, a tear streaming from their faces. However, instead of following the path gravity intended, the tear traverses a reverse path and returns into the eyes, as the face sports a smile. Heralding a new day, a ray of hope, all can be possible, if we all come together. The TV ad is titled "Tears," and it is scheduled to run from May 28 through June. It will be telecast on all major channels including such channels as FOX Prime, Bravo, USA, History Channel, NFL Network, and Fuse. (RED) CEO Deborah Dugan said in a press statement, "The world is at a historic moment in the fight against HIV/AIDS, with the opportunity to end mother-to-child transmission of HIV and take a critical step toward defeating this global pandemic," "We will only get over the finish line if we create new funding opportunities and new ways to keep people engaged and energized- (RED) will do its part by bringing business, culture, sport, and empowered women together to help empower other women and their children by ensuring that the next generation is born HIV free."

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