



Healthy lives. Measurable results.

YouthAIDS is an HIV/AIDS fundraising and awareness campaign of PSI targeting young people ages 15-24. The campaign began in 2001 with a small group of partners that were willing to take a chance and make a difference. Their commitment gave YouthAIDS the platform to save lives. It is because of them - corporations, celebrities, the media and individuals – that we have leveraged the power of media, pop culture, music, theatre and sports to stop the spread of HIV/AIDS.

## H&M's Fashion Against AIDS

Be a part of the fight against AIDS by being one of the first to buy an item from the new [Fashion Against AIDS collection at H&M](#). 25% of the sales price of all Fashion Against AIDS garments are directly donated to HIV/AIDS awareness projects. PSI (through its YouthAIDS initiative, which reached more than 600 million young people in more than 60 countries), is one of the international charities that are supported by the campaign. The campaign, launched in 2008, has raised more than \$6.5 million for HIV/AIDS prevention programs around the world.

This year's collection brings together ethnic influences from different continents. [View the collection](#) and support [Fashion Against AIDS](#).

## Message from the Founder

YouthAIDS grew out of a passion to make the world a better place. YouthAIDS started in 2001 with a small group of partners that were willing to take a chance and make a difference. Their commitment gave YouthAIDS the platform to save lives.

It is because of our partners — corporations, celebrities, the media and individuals — that YouthAIDS is now able to reach more than 600 million young people every year with lifesaving messages. Our work in more than 60 countries all over the globe exemplifies just how far we can - and need - to reach in communicating messages of HIV/AIDS awareness and prevention.



As we look forward, we hope we can continue to count on your partnership and friendship. With more than 33 million people infected with HIV worldwide, it is critical that we all do what we can. With your help, YouthAIDS will continue to work with its parent organization PSI (Population Services International) to provide culturally relevant, innovative and sustainable programs, as well as necessary products and services to youth worldwide.

Kate Roberts

- [Learn more about PSI's HIV/AIDS prevention programs.](#)
- [Media & Events](#)

## Partners of YouthAIDS



To learn more about YouthAIDS, please call (202) 785-0072 or email [youthaidsinfo@psi.org](mailto:youthaidsinfo@psi.org).

### Multimedia





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