

**Every minute a child dies of AIDS or AIDS-related illnesses,
2.6 million children are affected by AIDS
(90% of them live in Sub-Saharan Africa) and 15 million are orphans as a
result of the disease**

FC Barcelona and UNICEF launch the campaign “AIDS is also a children’s issue”

- **Fundació FC Barcelona and UNICEF are launching an initiative to support World Aids Day, to raise awareness about children with AIDS in developing countries.**
- **The campaign, which coincides with this season’s first *El Clásico* (Barça – Real Madrid game), is focused around Dubu, a teddy bear that symbolizes all the boys and girls who live with HIV/AIDS.**
- **To mark World AIDS Day (1st December), several activities with Dubu the bear as the focus of attention will take place at different points around Barcelona and at the Camp Nou stadium, starting on Sunday 29th November.**
- **Fundació FC Barcelona and UNICEF will launch the website www.dubucontrasida.org so that young people can learn in an interactive way how the AIDS virus affects children and adolescents.**
- **On Monday 30th November, the eve of World AIDS Day, the official 2009 UNICEF figures on children with AIDS will be simultaneously announced in New York, in Nairobi and in Barcelona, at the FC Barcelona headquarters.**

Barcelona, 27th November 2009. Under the banner “AIDS is also a children’s issue”, FC Barcelona’s foundation and UNICEF have launched an initiative to show their support for World AIDS Day.

The campaign, which coincides with the season’s first big FC Barcelona – Real Madrid game on Sunday 29th November, aims to raise public awareness about the problem of children with AIDS in developing countries.

“We must reflect on the fact that children are the most neglected group in the fight against the AIDS pandemic, the hidden face of AIDS”, explains Paloma Escudero, Executive director of UNICEF Catalunya.

According to information provided in UNICEF’s 2008 report, every minute a child dies of AIDS or AIDS-related illnesses (pneumonia, malnutrition or diarrhoea). *“Access to medication and early diagnosis are the weakest links for children with AIDS. Together we can change that — that’s the challenge”,* adds Marta Segú, Director General of Fundació FC Barcelona.

Dubu the teddy, the campaign’s star

The campaign promoted by Fundació FC Barcelona and UNICEF centres around a teddy bear named Dubu ('bear' in Swahili) that represents all the boys and girls who live with HIV/AIDS, and those who are no longer with us.

Starting on Sunday 29th November, several activities, all related with Dubu the teddy bear, will take place, at different points around Barcelona and at the Camp Nou stadium.

In the morning, 4,000 “Dubu” balloons will be distributed at different strategic points in Barcelona: Plaça Catalunya, Plaça Universitat, Plaça Urquinaona, Jardinetes de Gracia, Maremàgnum and around the FC Barcelona grounds. In addition, during the match, the players on both sides will come onto the pitch accompanied by a child carrying Dubu the bear. The campaign slogan *“stop sida infantil”* (“stop AIDS in children”) will be printed on their jerseys, along with an invitation to visit the website.

This initiative has also received the support of the FC Barcelona players, who have recorded an advertising spot for this awareness campaign. The video has been circulated using the major communication channels (YouTube, Facebook etc.) and via TV, radio and the press.

Another initiative launched by Fundació FC Barcelona and UNICEF will be the website www.dubucontrasida.com which children can use together with their parents to learn about the impact of AIDS in childhood. The website consists of four games related to aspects of AIDS in children: preventing infection among

adolescents and young people, prevention of mother-to-child transmission, access to antiretroviral drugs and the protection of orphaned and vulnerable children.

In addition, on Monday 30th November, the eve of World AIDS Day, the official 2009 UNICEF data on children with AIDS will be released simultaneously in New York, in Nairobi and in Barcelona, at the FC Barcelona headquarters. FC Barcelona will take advantage of the event to explain the results of its most recent joint projects with UNICEF.

FC Barcelona and UNICEF: 5 years of collaboration

With this awareness campaign, Fundació FC Barcelona and UNICEF renew their commitment to the world's most vulnerable children — a commitment which began in 2006 after signing a five year global alliance.

Since their alliance began, FC Barcelona and UNICEF have worked in Sub-Saharan Africa to reduce the impact of AIDS on children, as well as on their families. Projects have been implemented in Malawi and Swaziland — countries with a high HIV/AIDS rate — and Angola, with a strategic project to boost prevention among adolescents.

In Swaziland the alliance stepped in to offer paediatric treatment to more than 2,000 children affected by HIV/AIDS. 31,000 children who are orphaned or vulnerable because of the pandemic receive basic treatment. In Malawi, the alliance is fighting to ensure that 125,000 under-fives are fed, can play and are prepared for primary education. Lastly, in Angola several high profile campaigns have been run to prevent the spread of HIV/AIDS to 44,000 adolescents, with the support of the Angolan Football Federation.

AIDS in children can be avoided

HIV/AIDS is currently a disease that has a major impact on boys and girls in developing countries, wresting their future away from them. Thousands of children are born infected by their mothers (during pregnancy, birth or breastfeeding) and often live with the infection, unaware that they are infected and without receiving treatment. Many of them have also lost one or both parents to AIDS, and are thrown into a very vulnerable situation with consequences such as homelessness, poverty, early exit from schooling, discrimination, lack of essential opportunities and premature death.

According to figures in the 2008 UNICEF report on the impact of AIDS on children, there are an estimated 15 million AIDS orphans in the world, and 90% of the 2.6 million children suffering from AIDS live in Sub-Saharan Africa.

In spite of these negative statistics, AIDS in children can be avoided with effective prevention policies, access to treatment in rural and remote areas and



an improved sanitary system in developing countries. In Europe, for example, less than 1% of children are born HIV positive.

About Fundació FC Barcelona

Fundació FC Barcelona was founded in 1994 as a company carrying out commercial activity, but embarked on a new phase, spurred on by the current Board of Directors chaired by Joan Laporta — especially during the 2005-2006 season. This change of focus converted the foundation into the club's true social identity. This new direction was signalled by FC Barcelona's support for the United Nations 'Millennium Development Goals' and by donating 0.7% of the club's ordinary earnings to the foundation in order to implement programmes and projects. This has all been strengthened with pioneering alliances with UNICEF, UNESCO and UNHCR, and has culminated with FC Barcelona being awarded the status of member of the ECOSOC (United Nations Economic and Social Council).

The foundation's mission is to promote a social model by developing support, educational and cultural initiatives (alone and in collaboration with the UN) that allow the consolidation of Barça's social commitment as "more than a club" in Catalonia, Spain and the world.

About UNICEF

UNICEF works in more than 150 developing countries and regions to improve the living conditions of boys and girls, and further progress in their lives from early childhood into adolescence. UNICEF, the largest supplier of vaccines for developing countries, supports health and nutrition in infancy, the supply of water and good quality sanitation systems, and high quality basic education, as well as protecting young people from violence, exploitation and AIDS. UNICEF is wholly financed by voluntary contributions from individuals, companies, foundations and governments.

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