

Note to broadcasters

Michael Ballack and Emmanuel Adebayor – two of the world's most popular footballers – team up and launch a new UNAIDS public service announcement

On the pitch we compete – off the pitch - we are united against AIDS

These are the messages behind a new Public Service Announcement and poster campaign that UNAIDS is launching featuring UNAIDS Goodwill Ambassador German football star Michael Ballack and his fellow star footballer friend Togolese born Emmanuel Adebayor.

The two players are fierce rivals in the game of football each representing the competing Premier League football clubs Arsenal and Chelsea. On they pitch they play hard to win - but off the pitch they team up and UNITE against AIDS.

Both are known and loved across the world for their football skills and they have a huge fan audience. By teaming up and showing unity they help UNAIDS convey strong messages around the fact that the AIDS epidemic is not over in any part of the world. There are nearly five new infections for every two people put on treatment. And about one in two new HIV infections are among young people. By coming together, Ballack and Adebayor can inspire millions of young people to learn the facts about AIDS, protect themselves and show compassion to people living with HIV.

Michael Ballack has worked with UNAIDS in his role as UNAIDS Goodwill Ambassador since 2006 to raise awareness on HIV prevention and he and UNAIDS are pleased about Emmanuel Adebayor's support to UNAIDS's ongoing "UNITING THE WORLD AGAINST AIDS" campaign.

"AIDS is still around and I think that we should all work together to help others" said Michael Ballack while filming for the campaign. "I am proud to a part of this campaign and happy that such a star like Emanuel wants to help me and UNAIDS".

Emmanuel Adebayor is committed to making a difference. "I have seen it with my own eyes - AIDS is not about rivalry – we must work together and help – I will speak to head of states and governments to make welfare and not warfare", he said.

According to latest UNAIDS figures, there were an estimated 33 million people living with HIV in 2008 and 2.7 million new HIV infections. Sport plays an important role in empowering young people and is a key arena for raising awareness on AIDS. Sports stars can have an important role in the response to AIDS by talking openly with young people about HIV prevention.

The UNAIDS Goodwill Ambassador's Programme engages prominent individuals from the world of art, science, literature, entertainment, sport and other fields of public life who have expressed their desire to contribute to UNAIDS and to move the AIDS response forward.

About the PSA

The PSA is set in Ballack's and Adebayor's familiar settings—the football pitch—and the script, tailored to a young audience, plays on sporting metaphors in both language and action.

PSA Script

On the pitch we are fierce rivals

And play hard to win

But Off the pitch

We are United Against AIDS

How to access the PSA

“For broadcast-standard video supporting this press release, please visit

www.thenewsmarket.com/un aids

If you are a first-time user, please take a moment to register. In case you have any questions, please email journalisthelp@thenewsmarket.com”

Note: The PSA is embargoed until Monday 1st December 2008 at 00:00 GMT

PSA rights information

The PSA is available in English rights free for international broadcast.

A video news release featuring the PSA in English and interviews with Ballack and Adebayor is also available for international broadcast.

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About UNAIDS

UNAIDS is an innovative joint venture of the United Nations, bringing together the efforts and resources of the UNAIDS Secretariat and ten UN system organizations in the AIDS response. The Secretariat headquarters is in Geneva, Switzerland—with staff on the ground in more than 80 countries. Coherent action on AIDS by the UN system is coordinated in countries through UN theme groups, and joint programmes on AIDS. UNAIDS’ Cosponsors include UNHCR, UNICEF, WFP, UNDP, UNFPA, UNODC, ILO, UNESCO, WHO and the World Bank. Visit the UNAIDS Web site at www.unaids.org