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**Newly-crowned Miss Universe 2006 Zuleyka Rivera and Sanjana Jon announced the IG International / Sanjana Jon AIDS Awareness Tour with Miss Universe at the United Nations in New York City.**

**Get Tested. It's in Fashion.** That's the tagline for the AIDS Awareness Tour that uses fashion, entertainment and celebrity power to raise public awareness on a growing epidemic in third world countries - AIDS. Actress Michelle Rodriguez, designer / personality Anand Jon and actor Kal Pen appeared as supporters of the Tour. Worldwide supporters include: SALMAN KHAN (Actor), Anil Kapoor (Actor), Feroze Khan (Director, Producer), Madhavan (Actor), Maniratnam (Director, Producer), Suhasini Maniratnam (Actress, Director, Producer), Dia Mirza (Actress), Runvijay (MTV VJ / Actor), Prashanth (Actor), Prithivraj (Actor), Shilpa Shetty (Actress), Padma Shri Dr. KJ Yesudas.

**About the Tour**

Each year IG International ([www.igintl.com](http://www.igintl.com)) organizes a benefit tour to raise awareness of the AIDS epidemic with Social Activist and Designer Sanjana Jon ([www.sanjanajon.com](http://www.sanjanajon.com)) and the current Miss Universe Titleholder ([www.missuniverse.com](http://www.missuniverse.com)). Last year, AIDS/HIV testing increased in Delhi by over 30% after the Tour. This year we will focus on additional cities as we tour with Miss Universe 2006 Zuleyka Rivera. A selected group of international models will be part of the multi-city tour of the culturally diverse country of India visiting charities and NGO's countrywide. We will be visiting cities such as Delhi, Bombay, Bangalore and the great beach town of Goa. This year the Tour kick starts in Bombay on the 23rd of October and will move thru several cities including Goa, where one of the biggest events will be staged.



**ZULEYKA RIVERA MISS UNIVERSE® 2006** On July 23rd, 2006, the life of 18 year old Zuleyka Rivera changed forever as she was crowned Miss Universe 2006. An aspiring actress, Zuleyka has already worked on several commercials and television programs, as well as tested her skills as an emcee. "I would love to be a crossover actress and work in both Latino and American cinema."

The 5' 9" Latina hopes to distinguish herself with determination, courage and self-confidence; three traits she feels have defined her as a young woman. As Miss Universe, Zuleyka will spend the next year championing HIV/AIDS awareness. This is her first trip to India.



**SANJANA JON** New York-based Fashion Designer and Anti-AIDS campaigner, Sanjana Jon made her international debut at the Cannes film festival in 2004, and has been awarded the International Rising Star 2006 at the Vancouver Fashion Week.

She picked up her threads in fashion during her stint as Marketing Director with brother, Anand Jon, the "Crown Prince of Hi-Fashion", working on the men's line that caught the fancy of rock stars like Prince and Backstreet Boys. She also co-designed his jewelry line, *Adornment*. Little wonder that he calls her his muse.

Sanjana's has worked with Hollywood beauty actress Paris Hilton and her sister Nicky, Alanis Morissette, heiresses Ivanka Trump, Armanda Hearst, Devon Aoki, former Miss Universe's Amelia Vega (2003) Jennifer Hawkins, Princess Sara al Saud of Saudi Arabia, and Princess Olivia de Borbon of Spain. And yet, she is rooted to reality, declaring khadi, which she has been trying to incorporate into her collections, as the most 'untapped' fabric.

This is the third year running that IG International - a boutique event management and niche marketing company that handles leading celebrities at Cannes, Oscar, and many other prestigious events across the world, is bringing down the reigning Miss Universe to India.

**AIDS Statistics**

The National Intelligence Committee of USA, believes that there will be 20-25 million HIV positive people in India by 2010. Last year the National AIDS Control Organization (NACO) estimated that there were about 5.134 million people living with HIV/AIDS in India. Statistics reveal that it's the productive workforce between the ages of 15-44 that is most affected and comprises 87.7% of the HIV infections in India.

- 39.4 million people now live with HIV/AIDS worldwide.
- 2.2 million of them are under the age of 15.
- In 2004, 4.9 million people were infected with HIV.
- 640,000 of them were under the age of 15.
- Every day 14,000 people contract HIV—ten people per minute.

- In 2004, 3.1 million people died from AIDS.
- 510,000 of them were under the age of 15. That's one child dying per minute.
- 15 million children around the world have been orphaned by AIDS, losing one or both parents to the disease.

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