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**Newly-crowned Miss Universe 2006 Zuleyka Rivera and Sanjana Jon at the announcement of the IG International / Sanjana Jon AIDS Awareness Tour with Miss Universe.**

**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 appear as supporters.

What: IG International / Sanjana Jon AIDS Awareness Tour Media Junket

Who: Miss Universe 2006 Zuleyka Rivera, Sanjana Jon, Anand Jon, Michelle Rodriguez

When: September 27, 2006

Time: 5-6pm

Where: United Nations, New York

Why: AIDS is a growing pandemic worldwide. IG International is preparing for the 4<sup>th</sup> **IG International / Sanjana Jon AIDS Awareness Tour with Miss Universe** scheduled for October.

**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. The cast donates their time and talent each year towards a great cause of promoting global AIDS awareness.

**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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