

1 December 2008

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(PRODUCT) RED™

[Apple Posts World AIDS Dec. 1 Announcement](#)

iPod fans can make a difference in Africa by purchasing (PRODUCT) Red iPods or Gift Cards

Apple has posted a banner on the "frontmost" page of its website, announcing that [World AIDS Day is December 1](#). Those considering to "play a part" are encouraged to purchase (PRODUCT) RED Special Edition iPod models and iTunes Gift Cards. Apple, for its part, will give a piece of the proceeds to the Global Fund.

From the iPod+iTunes section, the company's message goes (excerpt),

Play more than music.

Play a part

Choose (PRODUCT) RED Special Edition iPod models and iTunes Gift Cards, and Apple gives a portion of the purchase price to the Global Fund to fight AIDS in Africa.

Sound effects.

You make choices every day, from the clothes you wear to the music you play. Now making a choice means making a difference. That's because proceeds from every iPod shuffle, iPod nano, or iTunes Gift Card (PRODUCT) RED sold go directly to the Global Fund to fight AIDS in Africa.

The Cupertino-based Mac, iPhone and iPod maker notes that more than 4,400 people die every day from AIDS in sub-Saharan Africa, according to the latest statistics. What's worse, almost 2,000 children are infected with HIV each day. The (PRODUCT) RED initiative directs up to 50 percent of gross profits toward AIDS programs focusing on the health of women and children in Africa. The (product red) move has delivered over \$100 million to the Global Fund since its introduction, Apple also points out.

The initiative has been sparked by U2's lead singer, Bono, and Bobby Shriver of DATA, and it raises money not just to Fight AIDS, but also Tuberculosis and Malaria, all through The Global Fund. Bobby Shriver has been announced as the CEO of Product Red, whilst Bono is currently an active public spokesperson for the brand. Up to this point, Apple Inc. has released three generations of special edition iPod nano and the iPod shuffle with a (PRODUCT) Red theme, as well as a Red \$25 iTunes Gift Card.

Visit's Apple's web site [here](#) for more information on how you can "play a role."



(PRODUCT) Red iPod shuffle and iPod nano - promo - Apple