



## Students United in Keeping the Promise HIV/AIDS Awareness Poetry, PSA Treatment & Dramatic Arts Piece Competition

### Overview

In response to the always increasing new cases of HIV/AIDS, WOW! /J4L has founded the **Hope for Our Youth (HFOY)**, HIV/AIDS National Awareness Campaign. This national HIV/AIDS awareness campaign was founded because we believe that in the U.S., complacency has set in regarding HIV/AIDS. Many people believe that because medical technology has progressed to a point where infected people can live longer, HIV/AIDS should no longer be a priority in the US.

*Students United in Keeping the Promise HIV/AIDS Awareness Poetry, PSA Treatment & Dramatic Arts Piece Competition* (SUKP PPTDAC), sponsored by WOW! Productions Inc., Alameda County Public Health Dept. Office of AIDS, and the J4L Foundation, is a competition that provides a platform to creatively explore issues that surround HIV/AIDS in the areas of education, prevention and testing among youth in our community. The winner's creations from all three genres will be used in conjunction with all of the HFOY, HIV/AIDS National Awareness Campaign resources.

The students will become directly involved in making a difference in their immediate circle of friends, family and neighbors within their community. The SUKP PPTDAC will raise the awareness of this pandemic of HIV/AIDS and alert the community of the issues our youth are facing in the wake of new cases of HIV in the city of Oakland and within the demographic of 14 - 24 year olds.

The competition seeks to encourage students to find and use their voice by conveying a fresh approach with culturally unique storylines, ideas and situations that encompass HIV/AIDS issues within their world. Entries are due by **May 2** and will be carefully reviewed by a prominent panel of judges. The winners will be announced on **May 18** and will receive Poetry- Laptop computer, PSA Treatment – Mini Camcorder and Dramatic Arts Piece – Portable DVD Player.

The mission of **Student's United in Keeping the Promise, Contest & Education/Prevention Testing Rally** is to raise the general public's awareness of the most recent data concerning HIV/AIDS in their community. In doing so, we fall inline with the Alameda County Public Health Department's Health Status Report, 2006 goals.<sup>a</sup> With rapid changes in the number of new cases of HIV/AIDS in the African American population the need for education/prevention has never been greater. We are ultimately assisting in making our communities a better place to live, work and play.

### WOW! Productions, Inc.

WOW Productions, Inc<sup>TM</sup> is a company like no other, destined to make its mark, in the entertainment genre. We specialize in music production, event planning, film, concerts, wellness fairs and community redevelopment.

Our vision at WOW! is commitment to excellence and dedication to our clients. We strive to be just a little friendlier and more in tuned with the needs of our clients. We collaborate with leading experts in video, music and all other entertainment genres. Through competitive analysis and feedback from our clients, we will make your next event a WOW! Production!

WOW! Expertise lies in cutting edge concepts from implementing events, personal shopping, to Public Relation & Marketing consulting, fundraising for both for Profit and Non Profit organizations. For example, our flagship entity *J4L Foundation™* consist of several programs to assist nonprofit organizations and/or individuals which helps raise financial support and awareness of social issues such as HIV/AIDS among youth, teenage pregnancy and the exploitation of adolescents just to name a few.

### **The J4L Foundation, Inc.**

In 2005, Co Founders, LaTrina Reed and Launita Robinson decided that it was time to do something. The world was changing at an alarming rate for the worst, causing the already underrepresented masses to fall deeper within the cracks in the system. Due to lack of awareness and funds vital service organizations that were a benefit this population were no longer there, in response to this predicament the J4L Foundation, Inc. was born.

The J4L Foundation, Inc. consists of several programs that work as a cohesive unit. The programs are as follows; *Hope for Our Youth™*, *HIV/AIDS National Awareness Campaign (HFOY)*, founded in 2005, because we believe that in the U.S., complacency has set in regarding HIV/AIDS. This campaign will infiltrate our high schools and college campuses across the U.S. with the message of "get tested...get YOUR results and live your life". *Fashionscape™*, a benefit fashion show that makes use of the fashion community locally and nationally (i.e. designers, models, hair and makeup artists) with the donation of their talents. Allowing them to actively participate in changing the world or at least the community where they reside. It also provides a forum for nonprofit organizations working on the frontline addressing commonly minimized or ignored problems that affect our communities to receive recognition for their work and a financial contribution. *Day of Beauty™*, a day of pampering for well deserved women and girls who are in need of a loving boost. The significant women are those who have been battered and young girls in foster care. *SistaFriends™*, founded in 2000, is a mentorship and empowerment organization for Jr. High and High school girls.

### **Hope for Our Youth, HIV/AIDS National Awareness Campaign**

Founded in 2005, the Hope for Our Youth, HIV/AIDS National Awareness Campaign's motivation is to reach all areas where our young people are assembled in large numbers. WOW! believes these areas are our schools, universities and churches. We believe that in the U.S., complacency has set in regarding HIV/AIDS. Many people believe that because medical technology has progressed to a point where infected people can live longer, HIV/AIDS should no longer be a priority. Young people in the United States are at constant risk for HIV infection. Continual prevention outreach and education efforts are required as new generations replace the generations that benefited from earlier prevention strategies.

**Following is information regarding the application process and competition deadlines:**

**Competition Deadlines:** The SUKP/PPTDAC competition is open to all races and ethnicities; however submissions are to address the issue of HIV/AIDS in the areas of education, prevention and testing. The competition begins **April 2, 2007** and ends **May 2, 2007**. The 6 finalists will be announced on **May 9, 2007**; and the winner will be announced on **May 18, 2007**.

**Application Guidelines:** The application package is available:  
*Send request via email - [hopeforouryouth@yahoo.com](mailto:hopeforouryouth@yahoo.com)*  
*EOSA – Ms. Valley Townes – Music Building or Ms Maya Gurantz – Dance Room*  
*Youth Uprising facility - 8711 MacArthur Blvd. Oakland, CA 510.777.9909*  
*Youth Uprising website – [www.youthuprising.org](http://www.youthuprising.org)*

**General Information:** Specific questions can be directed to WOW! Productions, Inc. - [hopeforouryouth@yahoo.com](mailto:hopeforouryouth@yahoo.com)