2011 Cricket World Cup Promotes HIV Awareness

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The International Cricket Council (ICC), UNAIDS and UNICEF have partnered to promote HIV awareness during the 2011 Cricket World Cup in Bangladesh, according to a UNAIDS statement. The tournament runs from February 19 to April 2. The “Think Wise” campaign already has been successfully implemented through video and educational materials in English and Bangla. Teams will wear red ribbons on their jerseys throughout the tournament.

To read the UNAIDS statement, click here.

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http://beta.docker.poz.com/article/Cricket-Bangladesh-HIV-20002-8196