My Bloody Valentine

This artsy, celeb-studded campaign tackles an icky HIV stigma.

March 20, 2013 By Trent Straube

The Elton John AIDS Foundation (EJAF) teamed up with dissident Chinese artist Ai Weiwei to launch a peculiar awareness campaign on February 14. Weiwei created a minute-long film that played in Times Square and other global venues; meanwhile, a roster of stars including Annie Lennox, Kelly Osbourne and rugby player Ben Cohen pricked their fingers to draw blood and then tweeted an image of the sanguine digit along with the hashtag #LoveIsInMyBlood. The idea, says EJAF, isn't for everyone to do the same. Rather, folks can retweet or post the images. It's a way to show solidarity with those living with the virus and to challenge the idea that HIV-positive blood is associated with fear and isolation. Challenging, indeed.

© 2026 Smart + Strong All Rights Reserved.

http://beta.docker.poz.com/article/EJAF-Ai-Weiwei-23668-1116