Bono Praises Steve Jobs for (product) RED HIV Funding

October 10, 2011

A day after the death of Apple cofounder Steve Jobs, U2's lead singer Bono praised the "hardware software Elvis" for his philanthropic work with (product) RED, Billboard.com reports. Bono collaborated with Jobs on the singer's (product) RED campaign, in which the brand is licensed to companies, such as Apple or Nike, and a percentage of profits from RED items goes to the Global Fund to Fight AIDS, Tuberculosis and Malaria. "His support of RED literally transformed the lives of 2 million people in Africa," Bono said. Apple is among (product) RED's largest contributors, and the Global Fund has received tens of millions of dollars from the sale of RED iPods and other products.

To read the Billboard.com article, click here.

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