Alicia Keys Sets $1 Million Goal for Keep a Child Alive

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Singer Alicia Keys launched a new campaign to raise more than $1 million for her AIDS charity, Keep a Child Alive, *The Wall Street Journal* reports. The campaign will feature Lady Gaga, Katie Holmes, Justin Timberlake, and Keys and husband producer Swizz Beatz, among others. Celebrities will model T-shirts featuring the campaign slogan “Buy Life” and a bar code that smart phone users can scan from the printed ads to automatically donate to the charity. Keep a Child Alive has so far raised $20 million in funding for antitretroviral drugs, treatments, clinics and orphan care in South Africa, Kenya, Rwanda, Uganda and India.

To read the *Journal* article, click here.

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http://beta.docker.poz.com/article/Keep-Child-Alive-19214-6027