Lady Gaga Joins “Digital Life Sacrifice” on World AIDS Day

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Celebrities including Alicia Keys, Lady Gaga, Justin Timberlake and Usher have pledged to sign off from Facebook and Twitter starting on World AIDS Day, which is December 1, until Keep a Child Alive (KCA) raises $1 million for its programs, The Associated Press (AP) reports. Participants in KCA’s “Digital Life Sacrifice” campaign filmed “last tweet and testament” videos and ads in which they appear lying in coffins depicting what KCA calls their digital deaths. KCA helps families in Africa and India affected by HIV/AIDS.

To read the AP article, click here.

To read more about KCA, click here.

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