Fight Club

A hard-hitting campaign aims to KO HIV ignorance among youth.

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The Ultimate Fighting Championship (UFC) teamed up with the Gay and Lesbian Community Center of Southern Nevada for a multimedia HIV awareness campaign titled “Protect Yourself at All Times.” Starring UFC Hall of Famer Forrest Griffin and bantamweight fighter Liz Carmouche (pictured) among others, the campaign targets young UFC fans with the messages to get tested, know your status and practice safer sex. As Griffin says about the campaign: “I had 15 fights in the UFC Octagon during my career, and before each and every one of them, I had an HIV test. I’m encouraging everybody to show themselves and their partners the same respect I showed my opponents by getting tested and protecting themselves at all times.” Spoken like a champ.

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