iPhone 8 Gets the RED Treatment and Raises HIV Funds

Apple’s (Product) RED special editions have raised more than $160 million for The Global Fund.

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This Friday the 13th could be your lucky day—that is, if a (Product) RED version of the iPhone 8 or iPhone 8 Plus is on your wish list or if you need a RED leather case for your iPhone X. Now available in stores and online, the special editions raise money to fight HIV/AIDS.

Specifically, according to an Apple press release, “a portion of proceeds for all (PRODUCT) RED purchases go directly to Global Fund HIV/AIDS grants that provide testing, counseling, treatment and prevention programs with a specific focus on eliminating transmission of the virus from mothers to their babies.”

The (Product) RED iPhone X leather folioCourtesy of Apple

Apple doesn’t state how much of the sales goes to the fund, but since it partnered with (Product) RED in 2006, the tech giant has donated more than $160 million to The Global Fund to Fight AIDS, Tuberculosis and Malaria, making Apple the largest corporate donor to the organization.

Last year saw the first release of an iPhone in a (Product) RED special edition. That, as The Verge reports, had a white face on the front and an aluminum back (the iPhone 8's back is glass). The RED versions of the iPhone 8 and 8 Plus are identical to other iPhones of the same model; the only difference is the bright red and black color combo. Prices start at $699.

There is no RED version of the iPhone X, but Apple did release a red leather folio for that model. It costs $99.

(Product) RED versions of the iPhone 8 and 8 PlusCourtesy of Apple

(Product) RED was launched 12 years ago by rock star Bono and activist Bobby Shriver. The brand has partnered with cookware, clothing, makeup and dessert brands among many others. Since its inception, (Product) RED has raised over half a billion dollars. To learn more about the organization and the ways it fights HIV/AIDS, visit RED.org.

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