Public Relations Executive Fired Over Controversial AIDS Tweet

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Justine Sacco, a public relations executive for InterActiveCorp (IAC), a media and Internet company, was fired over a tweet she wrote about AIDS, Mediaite reports. The tweet said: “Going to Africa. Hope I don’t get AIDS. Just kidding. I’m white!” Sacco sent the tweet in London before boarding an international flight for work. The hashtag #HasJustineLandedYet trended on Twitter while she was still in the air. After she was fired, Sacco issued an apology to a newspaper in South Africa, where she was born.

To read the article, click here.

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