Kenneth Cole’s Newest AIDS Act

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Fashion designer Kenneth Cole is now an international goodwill ambassador for UNAIDS. Michel Sidibé, the executive director of the Joint United Nations Programme on HIV/AIDS (UNAIDS), made the appointment during a recent U.N. high-level meeting on AIDS. Well-known for his advocacy work, Cole is the chairman of the board for amfAR, The Foundation for AIDS Research, and he spearheaded AIDS public awareness campaigns in the 1980s. In his new role, he’ll promote the UNAIDS benchmark of ending AIDS as a public health threat by 2030 and the amfAR goal of finding a cure for HIV by 2020. As Cole put it: “It is my hope to help intensify efforts to end the epidemic for everyone, everywhere.”

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