RED Alert: These iPhones Help Fight HIV/AIDS

Special editions of Apple products have raised over $130 million for the Global Fund.

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Apple is not expected to unveil its much-anticipated iPhone 8 until later this year. In the meantime, we get a special treat: a (Product) RED version of the iPhone 7 and 7 Plus, available for ordering this Friday, or, as the Apple website precisely states it: “Order starting at 8:01 a.m. PDT on 3.24.”

Last year marked the 10th anniversary of (Product) RED. The brainchild of rock star Bono and activist Bobby Shriver, the organization raises money for the Global Fund to Fight AIDS, Tuberculosis and Malaria. Goods and services branded with (Product) RED have raised about $465 million, with $130 million coming from Apple products alone.

Fanatics of the iPhone will appreciate CNET’s write-up about the special edition. It includes a slide show comparing the phone with other famous products that are red, including Coke cans, Twizzlers and packets of hot sauce—but none of those items help fight HIV!

To read more about Bono’s efforts to battle the epidemic, click #Bono.

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