



“Sex and the City” Spoof Promotes Safer-Sex Choices [VIDEO]

“Awareness and the City” also highlights the AIDS Memorial, the Big Apple and XL condoms!

June 25, 2018 By [Trent Straube](#)

Carrie Bradshaw would most definitely approve of “Awareness and the City.” A parody of Sex and the City’s iconic opening credits, the public service announcement promotes safer-sex options such as pre-exposure prophylaxis (PrEP) and condoms—specifically XL condoms, in what must surely be a nod to Carrie’s Mr. Big.

Created by Impulse NYC, a group of gay men in the city, the spot stars Brita Filter (of the Fusion TV series Shade: Queens of NYC) in the Sarah Jessica Parker role as she navigates the streets of Manhattan, highlighting iconic spots of LGBT history, including the Stonewall Inn and the AIDS Memorial.

Among the cityscapes appear statements such as “There are nearly 40,000 new HIV infections in the U.S. per year” and “When used correctly, PrEP + condoms decreases the risk of becoming infected with HIV & other STDs.”

The spot, which you can watch above, debuted Saturday, June 23, to coincide with Pride Weekend in Manhattan. It is one of three PSAs to be released by Impulse NYC throughout 2018 as part of the group’s yearlong theme, “Our City. Our Sex. Our Responsibility.”

Impulse Group consists of gay male volunteers dedicated to promoting healthier sexual lifestyles and breaking down stigma and ignorance, according to [ImpulseGrp.org](#). With support from AIDS Healthcare Foundation, the organization has chapters in 18 cities around the world. Among the main topics they explore are HIV and sexually transmitted infections, substance and drug use, and pre- and post-exposure prophylaxis (PrEP and PEP) to prevent HIV.

To learn about work from the South Florida chapter, read POZ’s “[Impulse Control](#).” And to learn more about the AIDS Memorial, read our interview with cofounder Christopher Tepper in “[What’s Next for the NYC AIDS Memorial?](#)”
