AIDS Draws “Red Card” at World Cup

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The Joint United Nations Programme on HIV/AIDS (UNAIDS) has launched its “red card” campaign with the support of international soccer stars “to ensure an HIV-free generation by the 2014 FIFA World Cup” in Brazil, according to a UNAIDS statement. The goal is to eliminate the transmission of HIV from mother to child. The campaign title refers to the red card a soccer referee gives a player to eject him or her from a game.

To read the UNAIDS statement, click here.

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