Walgreens' 'Well Beyond HIV' Celebrates Those Over 50

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HIV is aging. This year, it's estimated that for the first time more than half of the 1.2 million Americans living with HIV will be older than 50. To highlight this group, Walgreens launched the "Well Beyond HIV" campaign and exhibit.

The campaign includes an online resource center, a toolkit, relevant statistics and personal stories. A related exhibition celebrates both those long-term survivors over 50 and those who contracted HIV in their 50s and beyond. The goal is to inspire dialogue, end stigma and celebrate the faces, voices and stories of people older than 50 living with the virus.

The campaign includes a traveling art exhibition that was curated with "The Graying of AIDS" documentary project. Photographs of long-term survivors are on display first in Miami and can also be viewed on the "Well Beyond HIV" site.

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