Shower Selfies Posted for #weareALLclean Raise HIV Funds

November 25, 2014

A montage of shower selfies for the #weareALLclean campaign

Can HIV-related shower selfies become the new ice bucket challenge? That's what Project Runway star Jack Mackenroth and global LGBT social app Moovz hope. They've launched a new social media campaign with the hashtag #weareALLclean with the goal of raising both HIV awareness and the funds to cure AIDS.

Money will go to Housing Works, a New York City-based organization that fights the dual epidemics of HIV and homelessness, not just in the Big Apple, but also across the nation and the world.

"I was inspired by the use of the word 'clean,' especially common in gay culture, to describe oneself as STI/STD-free. Indirectly this implies that HIV-positive people are somehow 'dirty,'" Mackenroth said in a press release on the Housing Works fundraising page for the campaign.

Jack Mackenroth’s shower selfie

According to that website, here’s how the HIV Shower Selfie Challenge works:

1) Take a selfie or short video of yourself in the shower or bath and/or DONATE! **NO EXPLICIT NUDITY**

2) Post your photo now on all social media platforms with the caption "Take HIV Shower Selfie Challenge raise $$ for AIDS cure bit.ly/CUREAIDS #weareALLclean"

3) Nominate 3 or more other people to participate!

4) DONATE! Please consider a donation if you are able. Donate to Housing Works: bit.ly/CUREAIDS Donate to amfAR here: bit.ly/CUREAIDS2 or pick a local HIV/AIDS charity of your choice.

© 2026 Smart + Strong All Rights Reserved.
http://beta.docker.poz.com/article/weareallclean-shower-selfie-26493-1435