# Catch VD

January 26, 2011 By Oriol R. Gutierrez Jr.

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"Catch VD" is the new ad campaign promoting the new season of *The Vampire Diaries* on The CW.

Apparently, this is phase one of the campaign with the next step showing the cast in sexy poses.

Whether intentionally or not, The CW has created quite a stir in the blogosphere (hat tip to dlisted).

Advocating people deliberately get a sexually transmitted infection cannot be what they mean, right?

I know that I thought "venereal disease" when I saw this ad. And I also know I'm not alone. However, The CW thinks otherwise.

This is their statement in response to the controversy: "VD simply stands for Vampire Diaries, and anyone who thinks otherwise should probably get themselves checked out."

I admit that, despite my obsession with all things vampires, I have not seen *The Vampire Diaries*. I guess I'll have to check it out.

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http://beta.docker.poz.com/blog/catch-vd