Next Sex Symbol

June 1, 2012 By Oriol R. Gutierrez Jr.

The Los Angeles County Department of Public Health has launched a contest -- “LA’s Next Sex Symbol” -- to design the wrapper of its official LA-branded condom. The top 10 designs will be on 1 million and one condoms distributed for free in LA County this year.

Here’s their general contest promo video:

And here’s their all-male contest promo video:

A group of judges will select the top 50 designs -- and I’m honored to have been asked to be one of the judges. The public will then vote for the grand prize winner, runners-up and finalists. Winners get donated prizes.

LA County’s condom wholesaler, ONE Condoms, is facilitating the contest. You must be at least 18 years old and live in LA County to enter the contest. Submission deadline is June 17. Winners will be announced on June 27. Go to lasexsymbol.com for details.

(As a native New Yorker, I do have to point out that the LA County contest is in the footsteps of New York City and its NYC-branded condoms, but a good idea is still a good idea!)

I strongly believe that using condoms is still the best way to prevent HIV transmission. This contest is intended to promote condom use. As a gay man with HIV, I use condoms and I will always be happy to promote condom use.

I encourage those of you who qualify to enter the contest to submit your designs by June 17!

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http://beta.docker.poz.com/blog/next-sex-symbol