



FOR IMMEDIATE RELEASE

LIVE AND LET LIVE WORLD AIDS DAY CONCERT

- WHO:** Save Africa Concerts Foundation in alliance with the Department of Economics and Social Council of the United Nations Congo and UNAIDS
- WHERE:** 630 Ballroom, 630 2nd Avenue (bet. 34th and 35th Streets), Manhattan, NY
- WHAT:** Benefit concert featuring Africa's most popular stars: Mama G, Flavour Nabania, Daddy Showkey, Lola Jimoh and Nnenna.
- WHY:** To Benefit the "Kingdom Project" in Ajegunle Lagos, Nigeria
- WHEN** November 27 at 9:00 p.m.

(New York, New York) The world gets smaller as the African community in America continues to get larger. The topic of health is an issue that affects the entire world and Africa is no different as it struggles to put a face on and address those topics and issues that plague various regions of Africa.

As a result, Save Africa Concerts Foundation has forged a strategic alliance with the Department of Economics and Social Council of the United Nations Congo and UNAIDS to Organize the "Live and let Live World AIDS Day Concert" to benefit the Kingdom Project. The concert will feature Africa's most popular stars such as Patience Ozokwo (Mama G), Flavour Nabania, Daddy Showkey, America's Next Top Model contestant Nnenna, among others.

Hosting this event is Actress/Model/Designer Lola Jimoh. Lola has been featured on "Law & Order", "All My Children", Chris Rock's Film "I Think I Love My Wife" and She recently wrapped on her latest film "Goat" starring Ja Rule, Ice T and Armand Assante. A spokes model for Makari Skincare, Ms. Jimoh will be auctioning off jewelry from her jewelry line "Aburoy". Show models will collect bids on the Aburoy jewelry they wore after the show.



Additionally from 12pm to 7pm on Thursday November 11, 2010, there will be a special HIV testing. To encourage testing, the first 200 people who consent will receive a free ticket to the concert event on Saturday November 27. Their names will also be entered into a raffle drawing for the opportunity to win a free round trip ticket and a free 7-day stay at a prestigious hotel in Lekki Peninsular Lagos, Nigeria. The opportunity for Save Africa Concerts Foundation to provide these incentives is due to donations received from its generous sponsors: Arik Air, Xtreme Brite and Tibotec Therapeutics.

Proceeds from the concert event will support the “Kingdom Project”, located in Ajegunle, one of the poorest areas in Lagos, Nigeria. The Kingdom Project provides HIV/AIDS awareness and discussion, addresses human rights violations and provides health screening and testing.

Advanced tickets for the “Live and Let Live World AIDS Day Concert” are \$30.00. Door charge is \$40.00. VIP tickets are \$50.00. Tickets can be purchased online at:

<http://www.smartix.com/show.aspx?showcode=LIG11> or by calling any of the following phone numbers: 212-868-4444, 646-305-3000, or 917-656-5975.

Save Africa Concerts Foundation also lends its support to the UNAIDS “*Light For Rights*” campaign and joins UNAIDS in their 100-city outreach that conveys their message about HIV and improved human rights. For more information about the “*Light for Rights*” campaign visit www.lightsforrights.org.

In addition to its strategic alliance with UN offices for the “*Live and Let Live*” concert benefit event, Save Africa Concerts Foundation has also forged a partnership with several public relations and entertainment giants in New York City such as Amebor.com, Tuff Gig Entertainment, Mon Utopie Idéale | PR, Nunite Entertainment, Royalty Lifestyle Group and Writspirit. An alliance of this nature expands Save Africa Concerts Foundation reach, in promoting awareness about the need for health education.

For additional information on the “*Live and Let Live*” benefit event, email: info@sac aids.org or contact Hardy Jimbes at Hardy@sac aids.org or call 646 305 3000.

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Save Africa Concerts Foundation is an International 501© 3 Organization NGO in consultative status with the Economic and Social council of the United Nations (UN) and a member of the Conference of NGOs (CONGO) also at the UN. The mission of Save Africa Concerts Foundation is to reduce the impact of HIV and AIDS, stigma and discrimination among Sub-Saharan Africans.



Save Africa Concerts Foundation's model of concerts creates a powerful environment where questions arise, knowledge increases and dialogue illustrating different areas previously considered taboo, ensues. Those concert forums are where stigma is confronted and people are convinced about the need for behavior change. As a result, over the years, Save Africa Concerts Foundation has been successful in disseminating vital health information through education and entertainment as well as information on topical issues that concern many African countries.