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## **PRESS RELEASE**

### **VOTE FOR THE ARSE FACTOR!**

#### ***Six finalists face the public vote***

LONDON, 02 September 2008 – GMFA needs your votes to help find the UK's best bum. The competition is part of GMFA's *Arse Facts* campaign which gives men useful information about their bums, to help make sex safer. Men from across the UK have sent in pictures of their peachy posteriors and six finalists have been selected to face the public vote. To vote for the UK's top tush, go to [www.gmfa.org.uk/arse](http://www.gmfa.org.uk/arse). Or you can email [competitions@gmfa.org.uk](mailto:competitions@gmfa.org.uk) stating which butt you think should win. The owner of the bottom that gets the most votes will win £100 to spend on underwear and swimwear at [www.banqlads.com](http://www.banqlads.com) – as well as the admiration of thousands.

"It's a bit of fun with a serious message," said Matthew Hodson, Head of Programmes for GMFA. "The competition is bringing a lot of attention to our latest campaign, Arse Facts, to help guys stay informed about their arses and how to protect themselves and their partners."

As well as exposing some great butts, the campaign has also exposed some common misconceptions about the arse.

"We've had a lot of positive responses from guys already, particularly from men who weren't aware that anal mucus could transmit HIV," added Hodson.

The Arse Facts campaign is the first major UK HIV prevention campaign to talk about anal mucus - a natural fluid inside the arse that can contain more HIV than blood or cum.<sup>1</sup> The campaign also explores the reasons why the receptive partner in anal sex is particularly vulnerable to HIV transmission, the down side of douching, and how the lining of your arse can absorb cum like a sponge, so that if your partner is HIV positive, the virus could be absorbed directly into the bloodstream. The most explicit advert in the series deals with the increased vulnerability of men who get fisted or use dildos.

To see the arse facts in full go to: [www.gmfa.org.uk/arse](http://www.gmfa.org.uk/arse). Voting for The Arse Factor closes 30<sup>th</sup> September 2008.

- Ends -

If more information about this or any other of GMFA's campaigns and actions is required,

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## Notes to editor:

### References:

1. Zuckerman R A et al. *Higher concentrations of HIV RNA in rectal mucosa secretions than in blood and seminal plasma, among men who have sex with men, independent of antiretroviral therapy.* J Infect Dis 189: 156-161, 2004.
2. N Macdonald et al. *Factors associated with HIV seroconversion in gay men in England at the start of the 21st century.* Sex. Transm. Inf. 2008;84;8-13;

### About GMFA:

GMFA was established in 1992 and is the UK's leading charity dedicated to gay men's health. GMFA's mission is to improve gay men's health by increasing the control they have over their own lives. We believe that the best health promotion for gay men comes from gay men themselves, and so we use the knowledge and ideas of our 170 volunteers (most of them gay men) to design and plan our thought provoking sexual health interventions. We have received international acclaim for our Sex and Sexual Health website ([www.gmfa.org.uk/sex](http://www.gmfa.org.uk/sex)), which was visited by one in three London gay men within a year of being launched. Our other websites include a detailed listing of sexual health services available for gay men in London ([www.gmfa.org.uk/londonservices](http://www.gmfa.org.uk/londonservices)), an information resource for HIV positive gay men ([www.gmfa.org.uk/positive](http://www.gmfa.org.uk/positive)) and a guide to gay sports and social groups in London ([www.gmfa.org.uk/theguide](http://www.gmfa.org.uk/theguide)). All of our sites can be accessed at [www.gmfa.org.uk](http://www.gmfa.org.uk). GMFA produce a range of advertising campaigns, leaflets, postcards and booklets. Independent surveys have concluded that our campaigns reach up to 60% of the London gay population and we are the most reliable agency at reaching gay men. In addition to this we distribute our own health magazine, FS, free to London's gay bars and clubs to further educate gay men about relationships, their bodies, general health and STIs. Over the last fourteen years we have provided courses for over 10,000 gay men, providing safer sex education, life skills and stop smoking courses. We currently provide a range of groupwork interventions across England and Wales. GMFA has Big Lottery funding to create sexual health interventions for Black gay men in London.