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PRESS RELEASE

HAVE YOUR SAY IN CYBERSPACE

GMFA Launch MySpace Site as Valuable Tool for Community Feedback

LONDON, 07 February -- GMFA are allowing more people than ever before to comment on the development of their new campaigns by launching online feedback via their new MySpace site. Now gay men can view GMFA's advertising campaigns online, before they appear in the press, and provide comments, suggestions and feedback. The first campaign to be pre-tested this way, *'Reasons for staying safe'*, will be available online this week. All comments from visitors to the site will be used to shape the final design and a selection will be posted on the site.

"Community feedback has always been an integral part of our campaign development and we always get great suggestions from guys on the scene," said Matthew Hodson, GMFA's Head of Programmes. "Extending that feedback to an online forum gives us an opportunity to hear the views of many more men."

Currently, all GMFA campaigns are scrutinised during pre-testing in bars and clubs before they are published and if this trial is successful, online feedback could be used for future campaigns. The new site expands the

opportunity to comment by inviting gay men to click onto www.myspace.com/gmfa_uk and post their feedback there.

“Over 50% of gay men in London have some form of internet profile and our new website is getting thousands of hits, so it makes sense to test our campaigns online too,” added Hodson.

The MySpace site also offers the opportunity to become a friend of GMFA, find out more about the charity and read some of the messages left by members of the MySpace community. GMFA campaigns will also be going hi-tech in 2007 with the launch of a new interactive health promotion campaign.

- Ends -

For more information about this or any other of GMFA's campaigns and actions, contact:

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Notes to editor

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. Yearly we deliver three new mass media campaigns in the gay press to disseminate up to date information regarding HIV and STIs to the gay male community. Independent surveys have concluded that our campaigns reach up to 55% 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. Annually, we deliver 1000 hours of group work to educate gay men in safer

sex, and over the last fourteen years have provided courses for over 10,000 gay men. We have recently launched two new websites containing information for gay men on sex and sexual health (www.gmfa.org.uk/sex) and details of sexual health services available for gay men in London (www.gmfa.org.uk/londonservices). Over the next couple of months we intend to launch websites for HIV positive gay men and a gay sports and social groups site. All of our sites can be accessed at www.gmfa.org.uk.