



Unit 43, Eurolink Centre  
49 Effra Road  
LONDON SW2 1BZ  
020 7738 6872  
[matthew.hodson@gmfa.org.uk](mailto:matthew.hodson@gmfa.org.uk)  
[www.gmfa.org.uk/sex](http://www.gmfa.org.uk/sex)

## **PRESS RELEASE**

### **HAVE YOU GOT THE ARSE FACTOR?**

#### ***Search for the UK's best bum to promote Arse Facts***

LONDON, 15 July 2008 – GMFA are searching for the UK's best bum to help gay guys focus on their butts. The competition is part of GMFA's *Arse Facts* campaign which gives men useful information about their bums, to help make sex safer. Guys who think they have the Arse Factor should send in a picture of their peachy posterior to [competitions@gmfa.org.uk](mailto:competitions@gmfa.org.uk) so the public can decide on the UK's best bum. There are different categories for different types of bum, so it doesn't matter whether it's pert, hairy, round, smooth or petite, all types of bum can enter. The owner of the bottom that gets the most votes will win £100 to spend on underwear and swimwear at [www.banglads.com](http://www.banglads.com) – as well as the admiration of thousands.

“While some guys think they have all the facts about HIV, that's not always the case,” said Matthew Hodson, Head of Programmes for GMFA.

“We hope the competition will draw attention to our latest campaign, Arse

Facts, so guys can find out more about their arses and how to protect themselves and their partners.”

The UK's best arse will have to beat the line up of sexy arses that feature in the Arse Facts campaign. Pictures of the finalist's bum from each category will be published on the GMFA site so that the public can vote for a winner. Finalists will be notified via email before the votes begin.

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

“We've already had responses from guys about the campaign, 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).

- Ends -

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

Contact: Matthew Hodson

Day Phone Number: 020 7738 6872

Email: [matthew.hodson@gmfa.org.uk](mailto:matthew.hodson@gmfa.org.uk)

### **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)). 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.