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PRESS RELEASE

WORLD AIDS DAY LAUNCH FOR POSITIVE GAY MEN'S WEBSITE

New website targets HIV positive gay men's needs

LONDON, 23 November 2007 – This World AIDS Day, GMFA launches the UK's first comprehensive information website specifically designed for HIV positive gay men at www.gmfa.org.uk/positive.

About 80% of all HIV infections acquired in the UK occur in gay and bisexual men and the new site has been designed to meet their information needs by talking about gay sex and relationships in a way that they can relate to.

“Most gay men in London want to use the internet to access information. Our sexual health website currently attracts about 2,000 unique visitors a day and now HIV positive gay men have a website about HIV that's just for them,” said Matthew Hodson, GMFA's Head of Programmes. “There is plenty of printed and web based information about HIV and living with HIV available, but often this is generic and not aimed specifically at HIV positive gay men. We have used HIV positive gay men's real experiences of living with HIV, volunteer expertise and feedback and current research to create this website.”

GMFA's 'Positive Gay Guide' was developed by a group of HIV positive gay volunteers at GMFA and is packed with their personal experiences, alongside articles on such topics as disclosure, HIV treatments, finances and travel.

"By placing HIV positive gay men at the centre of the development of the site we have built a resource that we're confident HIV positive gay men will be able to relate to," added Hodson.

The Positive Gay Guide was funded through GMFA's community fundraising and with the generous support of a GlaxoSmithKline Embrace YouChoose Community Award. The new site has been designed to complement the existing online services that GMFA provide, such as the popular sexual health site at www.gmfa.org.uk/sex.

The new site uses frank, culturally specific language that aims to empower HIV positive gay men to make informed choices about their health. With topics like Just Diagnosed, How HIV Works, HIV Treatment, Sex, Disclosing your HIV Status, Work, Money & Benefits and Looking After Yourself, the site answers questions about HIV while giving information and advice for a healthier and happier life living with HIV. Although the website has been built with HIV positive gay men in London specifically in mind, it is hoped that most of the information will be useful to HIV positive gay men around the world.

- 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 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. 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 received international acclaim for our Sex and Sexual Health website (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) and a guide to gay sports and social groups in London (www.gmfa.org.uk/theguide). We are continually developing new health websites and are just about to launch a website for HIV positive gay men (www.gmfa.org.uk/positive). All of our sites can be accessed at www.gmfa.org.uk.