



Unit 43, Eurolink Centre

49 Effra Road

LONDON SW2 1BZ

020 7738 6872

matthew.hodson@gmfa.org.uk

www.gmfa.org.uk/sex

PRESS RELEASE

GMFA'S 'FIT AND SEXY' FS MAGAZINE HITS 100

LONDON, 8 June 2007 -- Gay men's health magazine *FS* is celebrating its 100th issue with striking redesign and MySpace launch, making this engaging health promotion tool accessible to even more readers.

As well as a popular magazine, *FS* is widely regarded as one of the most innovative and successful health promotion projects of the past half decade and the concept has been replicated by HIV prevention agencies around the world. Independent evaluation has proved its success as an invaluable health promotion tool; research from Michael Bell Associates found that 93% of readers said they would like to read *FS* again, 87% found it easy to understand and 77% said they learned something new.

"These are outstanding results for a health promotion intervention," said GMFA's Head of Programmes, Matthew Hodson. "I am very proud of the magazines accessibility and stimulating style. It really engages gay men, particularly young gay men, and offers HIV prevention information that they want to read."

FS started out as a black and white community newsletter called F***Sheet in October 1993, a year after the ground breaking charity GMFA was founded. Throughout the Nineties, it provided a voice and a platform for debate for those involved in the fight against HIV/AIDS and documented the struggle to get government funding for adequate HIV treatment and prevention programmes for gay men.

In 2002, former Fluid magazine and Pink Paper editor Cary James joined GMFA and transformed the publication into a full colour gay men's health magazine. Popular demand led to 17,000 copies being distributed free on the scene in London (an increase from an initial print run of 3,000).

Editor Cary James said, "Health information can be boring and written in complicated language; we wanted to do things differently. FS gives gay men the health information they need in an entertaining and accessible way. We have a lot of fun creating each issue and it shows. We want guys to be healthy, happy and clued-up."

FS magazine brings gay men information and advice on safer sex as well as general, sexual and mental health advice. It highlights the lives of real gay men in London and the challenges they face everyday. It's also known for its 'boy-next-door' cover models, great design and illustrations by both established and up and coming artists.

To mark this milestone, the 100th issue of FS has a redesign by acclaimed graphic designer Christian Tate. FS will also be marking the occasion by launching its own MySpace page on 11 June 2007 at www.myspace.com/fsmag.

-ENDS-

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

Matthew Hodson

Day Phone Number: 020 7738 6872

Night Phone Number: 07792 412 834

Email: matthew.hodson@gmfa.org.uk

Notes to the Editor

- FS is published six times a year.
- 17,000 copies of FS are distributed to gay bars and clubs every issue by the health promotion agency CLASH.
- GMFA volunteers contribute to the writing, production, and design of FS.
- You can view issues of FS online on the GMFA website at: www.gmfa.org.uk/fs
- FS can be found on MySpace at www.myspace.com/fsmag

About GMFA:

GMFA was established in 1992 and is GMFA is the UK's leading gay men's health charity, reaching over 140,000 men with our interventions. 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.