

# SMART+STRONG

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## **POZ Named Official Media Partner for AIDS 2012**

POZ bringing award-winning coverage to the  
XIX International AIDS Conference July 22-27 in Washington, DC

New York, January 25, 2012: *POZ*, the leading brand for HIV/AIDS information in the United States, is pleased to be named an official media partner for the XIX International AIDS Conference (AIDS 2012) being hosted July 22-27 in Washington, DC.

The International AIDS Society is the custodian and convener of the International AIDS Conference. Each International AIDS Conference is organized in partnership with a number of international bodies and local partners.

The biennial International AIDS Conference is the premier gathering for those working in the field of HIV, as well as policy makers, people living with HIV and others committed to ending the epidemic. It presents a tremendous opportunity for researchers from around the world to share the latest scientific advances in the field, learn from one another's expertise, and develop strategies for advancing all facets of our collective efforts to treat and prevent HIV.

*POZ* is the only U.S.-based, HIV-focused media brand to be named in this capacity. With an audience in the millions, *POZ* leads the HIV/AIDS marketplace providing cutting-edge treatment information, investigative reporting, indispensable resources, inspirational stories of survival and vast interactive social networks to people living with the virus. *POZ* also reaches health care professionals, scientists, policy and law makers, community health centers, the mass media and the general public interested in HIV/AIDS.

"POZ has been a leading resource of important and life-saving information for people living with HIV for nearly two decades," said Dr. Diane Havlir, U.S. Co-Chair of AIDS 2012. "We are especially pleased to have them as an official media partner because this collaboration will help ensure that within the large landscape of conference media coverage, the news and story from AIDS 2012 will be reported from the perspectives of people living with HIV for their peers and allies."

"We are delighted that *POZ* will work closely with the AIDS 2012 team to deliver unprecedented coverage for the conference," said *POZ* Editor-in-Chief Regan Hofmann. "We are at a pivotal moment in the fight against AIDS and we look forward to engaging our large and diverse audience in what is sure to be a most historic global AIDS meeting. As we have done for nearly two decades, we will ensure the voices and concerns of people with HIV are front and center in discussions and news of treatment, prevention and policy."

*POZ* magazine and *POZ.com* are part of the Smart + Strong family. Smart + Strong also operates several other health-oriented publications and websites, including *AIDSmeds* (a website devoted to the treatment of HIV), *Real Health* (a print and online guide to African-American wellness), *Tu Salud* (a print and online guide to Latino wellness) and *Hep* (a print and online guide to hepatitis). For more information about Smart + Strong, please visit <http://www.smartandstrong.com>.

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