



ADAP Advocacy Association

aaa+

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## **ADAP Advocacy Association Releases Public Service Announcements on AIDS Drug Assistance Programs; Landmark PSAs to Raise Awareness about ongoing ADAP Crisis**

*60-Second PSA will air on 210 Media Outlets from February 21, 2011 to April 3, 2011*

For Immediate Release

WASHINGTON, D.C. (February 8, 2011) – The [ADAP Advocacy Association](http://www.adapadvocacyassociation.org), also known as **aaa+**, today announced that it has released two Public Service Announcements (PSAs) on the AIDS Drug Assistance Programs (ADAPs). The landmark PSAs – which include both a 60-second spot for television and another 5-minute spot for the Internet – represent the first time public service announcements have focused on ADAPs.

The 60-second PSA will air over six weeks from February 21, 2011 to April 3, 2011 over 210 media outlets nationwide.

“We’re proud to offer a glimpse into the important role that the AIDS Drug Assistance Program plays in the lives of so many Americans living with HIV/AIDS,” said **Brandon M. Macsata**, CEO of the ADAP Advocacy Association. “The two PSAs are designed to tell an important story, and it is one that all Americans need to hear because ADAPs are central to keeping Americans living with HIV/AIDS healthy and productive members of their communities.”

The PSAs were produced by Neil Romano of The Romano Group, LLC – who worked on campaigns such as "Just Say No" and "America Responds to AIDS." A noted producer / director Mr. Romano's film, "Youth Homicide: A Public Health Crisis", earned an Emmy Nomination for him in the category of Best Director. And his most recent film "America's Strength", which documents the inspiring stories of people with disabilities in main stream employment, was released in the summer 2010.

To view the ADAP PSAs, go to <http://www.youtube.com/adapadvocacy>.

**As of February 3<sup>rd</sup>, there were 6,001 individuals in 10 states on ADAP waiting lists, including Arkansas:** 27 individuals, **Florida:** 3,085 individuals, **Georgia:** 920 individuals, **Louisiana:** 645 individuals, **Montana:** 19 individuals, **North Carolina:** 114 individuals, **Ohio:** 390 individuals, **South Carolina:** 386 individuals, **Virginia:** 412 individuals and **Wyoming:** 3 individuals.

To learn more about the ADAP Public Service Announcements, ADAP waiting lists, or the ADAP Advocacy Association, please contact Brandon M. Macsata by phone at (305) 519-4256 or email at [info@adapadvocacyassociation.org](mailto:info@adapadvocacyassociation.org).

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