



ADAP Advocacy Association  
aaa+  
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## **ADAP Advocacy Association Announces “Obama-ADAP Twitter Day” to Raise Awareness about Crisis Facing AIDS Drug Assistance Programs; Effort seeks to trend #ObamaADAP on Twitter**

*Tweets on Thursday, September 15<sup>th</sup> should include hastag #ObamaADAP and handle @whitehouse*

For Immediate Release

WASHINGTON, D.C. (September 9, 2011) – The [ADAP Advocacy Association](http://www.adapadvocacyassociation.org), also known as **aaa+**, today announced that it is spearheading a national “**Obama-ADAP Twitter Day**,” which will be held on Thursday, September 15, 2011. The purpose of the campaign is to raise awareness about the growing waiting lists under the AIDS Drug Assistance Programs by leveraging one of the leading social media outlets. Twitter users are asked to direct their hastag #ObamaADAP Tweets at President Obama using handle @whitehouse.

“President Obama recently said that his Administration is committed to hearing from the American people, and we plan to make our voice heard on the ADAP crisis using Twitter,” said **Brandon M. Macsata**, CEO of the ADAP Advocacy Association. “The ‘Arab Spring’ brought about change in the Middle East using social media, and now it is our time to start the ‘ADAP Fall’, which will bring change to the beleaguered AIDS Drug Assistance Programs and the thousands of people living with HIV/AIDS being forced to go without their life-saving medications.”

Twitter users are asked to do the following on Thursday, September 15<sup>th</sup> starting anytime after 7:00am:

- Send Tweets hourly;
- Use Twitter hastag #ObamaADAP in the same Tweet;
- Direct Tweets at President Obama with handle @whitehouse; and
- Encourage friends and colleagues to Tweet, too!

To view the **aaa+** profile on Twitter, go to <https://twitter.com/#!/adapadvocacy>.

**As of September 1st, there were 9,298 individuals in 11 states on ADAP waiting lists, including Alabama with 211 individuals; Florida with 4,022 individuals; Georgia with 1,715 individuals; Idaho with 31 individuals; Louisiana with 1,056 individuals; Montana with 28 individuals; North Carolina with 340 individuals; Ohio with 59 individuals; South Carolina with 836 individuals; Utah with 50 individuals; and Virginia with 950 individuals.**

To learn more about the “Obama-ADAP Twitter Day,” 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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