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## ADAP Advocacy Association Rebranded to ADAP Advocacy

### *New Brand Reflects Renewed Focus on AIDS Drug Assistance Programs*

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WASHINGTON, D.C. – The ADAP Advocacy Association today announced it has been rebranded to “ADAP Advocacy”, a move reflecting the organization’s renewed focus on the AIDS Drug Assistance Program (“ADAP”). The legal entity will remain the ADAP Advocacy Association.

“In 2023, we are witnessing repeated *and* emerging threats to the public health infrastructure that has served as the bedrock of the supports and services for people living with HIV in the United States,” summarized Brandon M. Macsata, CEO of ADAP Advocacy. “Some of these treats have been directed at the Ryan White Program and AIDS Drug Assistance Program by MAGA extremist lawmakers at the federal and state levels who want to cut healthcare funding, as well as stigmatize the marginalized communities most impacted by HIV.”

Macsata further stated that the new brand renews the organization’s focus on ‘advocacy’ as it fights to *preserve* funding for antiretroviral therapies, *reform* the 340B Program to better serve patients, *protect* access to gender-affirming care, *remove* barriers by payors on long-acting injectable therapies, and *combat* HIV-related stigma and its associated criminalization laws.”

Jen Laws, President & CEO of the Community Access National Network and ADAP Advocacy’s board chair noted: “This branding shift really highlights the core mission of the organization: *advocacy*. With threats to public health programs, overt and indirect, particularly seeking to leverage politicization against already-marginalized communities highly affected by HIV or merely dismissing the threat HIV presents to our collective body of public health, this brand reflecting our focus and the need of the moment is important and welcomed.”

To learn more about ADAP Advocacy, AIDS Drug Assistance Programs, or the new brand and logo, please email [info@adapadvocacy.org](mailto:info@adapadvocacy.org).

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***About ADAP Advocacy:*** ADAP Advocacy’s mission is to promote and enhance the AIDS Drug Assistance Programs (ADAPs) and improves access to care for persons living with HIV/AIDS. ADAP Advocacy works with advocates, community, health care, government, patients, pharmaceutical companies, and other stakeholders to raise awareness, offer patient educational programs, and foster greater community collaboration.