

HOW (RED)TM WORKS



1. Smart shopper notes that (PRODUCT)^{RED} items cost the same as non-(PRODUCT)^{RED} items. But shopper knows choosing the (RED) items means that up to 50% of profits made from those sales will go to help eliminate AIDS in Africa.

2. Shopper chooses to purchase the (PRODUCT)^{RED} items. The manufacturers of the (PRODUCT)^{RED} items send a contribution of up to 50% of profits directly to the Global Fund – not to (RED).

3. The Global Fund uses 100% of this money to finance HIV/AIDS health and community support programs in Africa, including programs preventing transmission of HIV from mother to child.

4. The contribution helps a person affected by HIV in Ghana, Swaziland, Rwanda, Lesotho and other countries to be granted (RED) money in the future.

5. THE RESULT? Shopper has some great new (PRODUCT)^{RED} items and is helping to eliminate AIDS in Africa. They can continue to help when they choose (RED) the next time they shop or they can get INSPI(RED) to donate more money directly to the Global Fund at www.theglobalfund.org/en/donate/.

To find out who's a (RED) partner visit JOINRED.COM.

(PRODUCT)^{RED}™ is a trademark of The Persuaders, LLC and is licensed to (RED) partners. The goods and services of (RED) partners bear the (PRODUCT)^{RED} trademark to support (RED).