

December 1, 2014  
For Immediate Release

Contact: Josh Prudowsky - [773.771.2849](tel:773.771.2849)  
Steven Rosado - [312-480-9987](tel:312-480-9987)

## **On World AIDS Day, Teens Launch “Chicago Wears Condoms” to Promote Safe Sex**

CHICAGO, ILLINOIS-- Mikva Challenge Teen Health Council, a diverse group of high school students from 20 CPS high schools, will be launching a “Chicago Wears Condoms” ad campaign to promote safe sex on World AIDS Day. The ad campaign will consist of posters, condom dispenser ads, re-branding of condoms, wristlets, and a social media campaign that will feature #AwkwardCondom stories and other pop references to bring awareness to HIV/AIDS and high STI rates in the city. The campaign aims to be widespread, accessible, and appealing to teens.

“There’s nothing more important than stopping the spread of STIs and AIDS in Chicago,” said Desmond Brown, a 16-year-old on the Council. “STIs and AIDS prevention are especially important for teens because many of us are sexually active, so safe sex is a huge issue for us.”

Knowing that Cook County is ranked #1, 2, and 3 for gonorrhea, chlamydia, and syphilis nationally, “Chicago Wears Condoms” will be targeting young people ages 12-18. The ad campaign will be a partnership between the high school students at the Mikva Challenge Health Council and the Chicago Department of Public Health.

The Teen Health Council will set “Chicago Wears Condoms” in motion just in time for World AIDS Day. The first step will be the Chicago Flag wristlets to be released in December. By April ads will appear on condom dispensers, bus stops and other places across the city.

# # #

Named after Abner and Zoe Mikva, Mikva Challenge is a non-partisan, nonprofit that develops youth to be informed, and active citizens and community leaders. We do this by engaging youth in action civics, an authentic and transformative learning process built on youth voice and youth expertise.