

**For more information, contact:
Dr. Allyson Leacock: aleacock@cbmphiv.org
+1-246-437-0101**

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CARIBBEAN BROADCAST MEDIA PARTNERSHIP (CBMP) WELCOMES NEW CREATIVE DIRECTOR

Bridgetown, Barbados – Award winning Caribbean writer, producer and designer Mr. Norman Mayers has joined the staff of the Caribbean Broadcast Media Partnership on HIV/AIDS (CBMP) as its new Creative Director. With more than 15 years' experience working in similar capacities throughout the Caribbean, as part of his new duties Mayers is set to take creative control of the CBMP's umbrella Campaign LIVE UP! Love. Protect. Respect. and its recently launched LIVE UP Heroes Campaign.

CBMP Executive Director Dr. Allyson Leacock notes that Mayers' addition to the CBMP Team shows the organisation's commitment to strengthening broadcast media messages related to HIV and AIDS awareness in the Caribbean.

"The CBMP is privileged to have someone with Norman's experience and training as it seeks to achieve some ambitious goals in support of its regional broadcast membership," said Dr. Leacock. "Norman brings an interesting mix of creativity, experience and a familiarity with the regional broadcast media that is vital to realising the CBMP's long-term vision and mandate."

Having worked as Vice President of Creative at the international McCann Erickson World Group, studied at the prestigious Pratt Institute, the Fashion Institute of Technology and UCLA, Mayers is more than qualified to assume the demanding role of CBMP Creative Director.

"I am very excited about working with the CBMP and its highly professional staff," says Mayers, who is best known for developing innovative and award-winning campaigns as a Creative Director throughout the Caribbean for over 15 years. "I see being able to use all my experience, skills and passion to influence positive change in the region as more than a privilege, it's my responsibility."

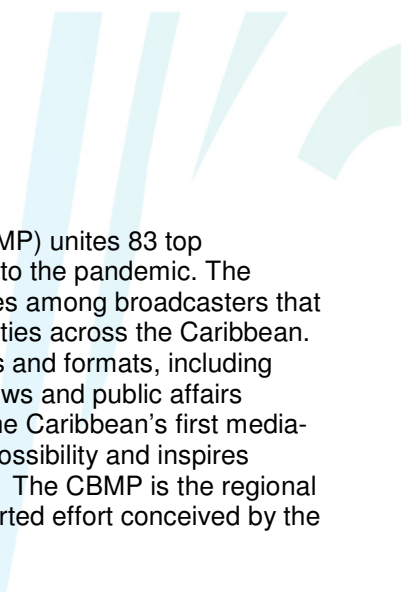
"The CBMP, through its LIVE UP Campaign, is working to make a difference and reduce the spread of HIV/AIDS in the region through information, education and the empowerment of people. This is a challenging but vastly rewarding mandate and I am proud to be a part of it." he noted.

Mayers' numerous awards include Creative Director of the Year (Caribbean and Latin America), the International Creativity Award, the London International Advertising Award, the HK McCann-Erickson Leadership Award, the Addy Awards (American Advertising Federation) and the Caribbean Advertising Award.

In preparation for his new position at the CBMP, Mayers has completed a week of training and orientation at the headquarters of the Kaiser Family Foundation (KFF) in San Francisco, USA. KFF is a founding Partner of the CBMP and provides technical guidance and production support to the Partnership.

About CBMP

Suite#8, Beaumont House,
Hastings, Christ Church
Barbados, West Indies
Tel: (246) 437-0101
Fax: (246) 437-0279
E-mail: info@cbmphiv.org
Website: www.cbmphiv.org



Created in 2006, the Caribbean Broadcast Media Partnership on HIV/AIDS (CBMP) unites 83 top broadcasters from 25 countries in the region's first coordinated media response to the pandemic. The Partnership creates a structured framework for sharing information and resources among broadcasters that significantly expands HIV/AIDS-related programming and public education activities across the Caribbean. Member broadcasters deliver HIV/AIDS information across a variety of platforms and formats, including targeted public service announcements (PSAs), entertainment programming, news and public affairs programming, and online resources. In 2007, the CBMP launched **LIVE UP** – the Caribbean's first media-led regional initiative that links people together with one message of hope and possibility and inspires everyone to consider what is within their power to stem the spread of HIV/AIDS. The CBMP is the regional action arm of the Global Media AIDS Initiative (www.thegmai.org), a U.N.-supported effort conceived by the Kaiser Family Foundation to mobilize the world's media in response to AIDS.

The CBMP is overseen by a Steering Committee of broadcast executives representing a diverse constituency of media houses and countries from the region, and operates from a regional headquarters office in Barbados reporting to an independent Board of Trustees chaired by Sir George Alleyne, UN Special Envoy on HIV/AIDS for Latin America and the Caribbean. The CBMP receives strategic direction, technical guidance and production support from the Kaiser Family Foundation. Along with Kaiser, the Ford Foundation and the Elton John AIDS Foundation were founding partners of the initiative and provide ongoing financial support to underwrite production of campaign materials and informational resources. For more information on the CBMP at <http://www.cbmphiv.org> and to learn more about LIVE UP and the Heroes Campaign you may visit <http://www.iliveup.com>.