CDC HIV/AIDS/Viral Hepatitis/STD/TB Prevention News Update

SOUTH AFRICA: Charlize Theron Partners with Toms Shoes to Prevent AIDS in Africa

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Actress Charlize Theron has collaborated with Toms Shoes founder Blake Mycoskie to begin a line of shoes for women and children. Money raised from shoe sales will support the Charlize Theron Africa Outreach Project (CTAOP). Through educating and supporting local community organizations working to stem the spread of HIV/AIDS in Africa, CTAOP strives to prevent African youth from getting HIV/AIDS. More than 300,000 people die of AIDS each year in South Africa, and 5.6 million South Africans are living with HIV/AIDS, the highest number in the world. The brightly colored shoes will include the charitys motto, Reach Out, Think Beyond, and Look Within, printed on the inside, and feature an embroidered Sun-inspired CTAOP logo on the outside. Mycoskie hopes that in addition to raising funds for the charity, the shoes will raise awareness about the need for help. The Charlize Theron-designed Toms will be on sale in March from the Toms website or in stores.

See the topic on aegis.org