

## **Lovely Professional University, Phagwara joins hand with Denim Club India to raise awareness about HIV amongst youth**

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Denim Club India, New Delhi, India

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New Delhi, 14th December 2009 – Lovely Professional University (LPU), Phagwara has stepped up and associated with Denim Club India to join hands in the India Denim Day HIV and AIDS awareness campaign. As a first step in this joint initiative a one hour session on HIV and AIDS awareness is being organised at Lovely Professional University, Phagwara on 15th December, 2009.

The session will be held at Baldev Raj Auditorium, LPU Campus, Phagwara and will include screening of a short film - POSITIVE - by Farhan Akhtar, an interactive session on Myths about HIV and AIDS and a short quiz on HIV and AIDS.

Expressing his thoughts about the proposed session, Mr. R. Dudeja, Founder, Denim Club India said, “Lovely Professional University, with a large student population, by associating with this campaign has taken an important step forward in the direction of empowering youth and we welcome their initiative. The youth globally are the hardest hit by the HIV and AIDS epidemic with more than half of new infections each day being in youth under 25 years old. Well informed and empowered youth are competent of making better and healthier choices and also motivating their peers to do the same.”

The year long India Denim Day campaign with the theme "Do Something and Make A Difference" was launched on 1st December 2009 and will continue till 30th November, 2010. During this period, different segments and sections of civil society will be targeted through this campaign. The campaign will reach out to the youth in schools and colleges, the low income group workers and decision makers / senior executives in industrial establishments, and general public by way of arranging for interactive sessions.

About Denim Club India

Denim Club India is an ambitious, one-of-its-kind, far-sighted initiative to make available a unified platform to all denim professionals in India - where they can meet, interact with each other, and share thoughts, ideas and achievements.

Denim Club India is a social and professional networking place for professionals involved in denim related activities - be it manufacturing, marketing, sourcing, trading, designing, conversion into made-ups, merchandising, retailing, etc.

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