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## **FXB International Launches Innovative Web Campaign For AIDS Orphans**

FOR IMMEDIATE RELEASE – New York, April 8, 2008 – FXB International announces the launch of a web campaign dedicated to World AIDS Orphans Day, [www.worldaidsorphans.org](http://www.worldaidsorphans.org)

World AIDS Orphans Day is a grassroots campaign to draw attention to the more than 15 million children worldwide who have been orphaned by AIDS. The campaign advocates for donor governments to commit at least 10% of AIDS funding to the needs of orphans and vulnerable children.

The website makes it easy and fun for organizations and individuals to join the campaign and advocate on behalf of AIDS orphans. Through the site, visitors can search and post events, add their faces to an interactive photo map, submit videos and stories and send advocacy letters to world leaders.

“We have been working to address AIDS orphans for over 19 years. When we began, few people knew about HIV/AIDS. Today there is a tremendous amount of attention on prevention and treatment, but the needs of a generation of children are being forgotten,” said Countess Albina du Boisrouvray, founder of FXB International.

World AIDS Orphans Day began as a march on Wall Street in 2002 when activists held signs that asked, “What is the value of an orphan on the NY Stock Exchange?” Since 2002, thousands of people have participated in World AIDS Orphans Day events in more than 20 countries.

Today, FXB is investing in the technology and administrative platform so that Worlds AIDS Orphans Day grows as a bottom-up, grassroots movement.

“This campaign is about moving beyond awareness. It is about enabling action and building a coalition of committed organizations and citizens who are willing to speak out for the children who have been left behind by AIDS and poverty.” said Albina du Boisrouvray.

**About the Orphans Crisis:** More than 15 million children worldwide have lost one or both parents to AIDS. In sub-Saharan Africa alone, 12 million children have been orphaned by the pandemic. By 2010, the number of AIDS orphans worldwide is expected to climb to an estimated 20 - 25 million children. Fewer than 1 in 10 AIDS orphans receive any external support.

**About World AIDS Orphans Day:** May 7 is World AIDS Orphans Day. World AIDS Orphans Day is a grassroots campaign to draw attention to and advocate on behalf of the more than 15 million children orphaned by AIDS, founded by FXB International and supported by a network of partners. Learn more at [www.worldaidsorphans.org](http://www.worldaidsorphans.org)

**About FXB International:** Founded by Albina du Boisrouvray, the Association Francois-Xavier Bagnoud (FXB) is an international non-profit organization supporting the world's orphans and vulnerable children left in the wake of AIDS and poverty. FXB has nearly 100 programs in 18 countries and a staff of 400 locally recruited employees dedicated to restoring children's dignity and well being by providing stability, health, and education.

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