

**From:** Rune Høyrup Lauridsen  
**Sent:** 12-11-2012 16:40:25  
**To:** Rune Høyrup Lauridsen  
**Subject:** VS: VS: World AIDS Day

---

**Fra:** Steven Miller [<mailto:steven.miller@joinred.com>]  
**Sendt:** 23. oktober 2012 18:00  
**Til:** Borgmesteren Kultur  
**Cc:** Poul Müller; [rasmus@jarlov.dk](mailto:rasmus@jarlov.dk)  
**Emne:** World AIDS Day

Dear Mayor Allerslev,

Please excuse me for writing in English. I am unable to write in Danish. My name is Steven Miller and I am the European Representative for (RED), the group founded by Bono of U2 to raise awareness and funds to fight AIDS in Africa. Most recently I have been helping (RED) arrange for monuments around the world to turn red on World AIDS Day, December 1st. This is something we have done for several years and I explain it more below. In connection with this effort, I got in touch with a relative of mine in Denmark, Poul Müller, who is Regional Councilor, Region Midtjylland and a board member of the Association of Danish Regions to ask if he thought there were any monuments in Denmark that might be interested in joining this initiative. He forwarded my note to Rasmus Jarlov, on the Copenhagen City Council, who was positive about the idea of doing something in Copenhagen and he suggested that I write to you about this

As you may know, (RED) enters into relationships with important global brands that has them creating (RED) branded products (e.g., Apple's (RED) iPad covers and nanos, Gap t-shirts, Starbucks, Nike, Converse, Vespa) the profits from which are given directly to the Global Fund to fight AIDS, Tuberculosis and Malaria. They've already raised \$200 million this way since 2006. Our current sole focus is to eradicate mother-to-child transmission of HIV during pregnancy in Africa. There is a very inexpensive medicine (it costs 40 cents a day) that, if taken daily by a pregnant woman who is infected with HIV, will prevent the transmission of the virus to her child. All of the major world health organizations confirm that with enough money we can achieve the first generation born virtually HIV negative in Africa in over 30 years by 2015. Our goal is to raise another \$100 million by then to help accomplish this.

As I mentioned below, one of (RED)'s annual events to raise awareness of this issue and our work is the turning of major monuments around the world red on World AIDS Day. I have just met with the administration in Florence and they will be turning the Palazzo Vecchio and the Ponte Vecchio red this year. We've also already confirmed the London Eye, the Sydney Opera House, Table Mountain in Cape Town, the CN Tower in Toronto and the Guggenheim Museum in New York, among others. I am speaking with a few other cities in Europe at the moment but I know that Project (RED) would be pleased to have Copenhagen join in this effort in some way. In general, this doesn't involve much cost or work. We collaborate with monuments that are already illuminated and the host cities or institutions take care of replacing the filters on the lights for the weekend of World AIDS Day with red ones.

Here are links to two recent videos (RED) has made to explain its work. They are each about 1 minute long.

<http://www.youtube.com/watch?v=9ZyLKtPuVZA>

<http://www.youtube.com/watch?v=gKrtG724Cek>

I live and work in Italy, but would be happy to speak to you more about all of this by phone or skype. I am going to New York this Thursday for two weeks, but can also speak with you from our offices there if we can't speak before then. Please let me know if you think anything would be possible in Copenhagen this year and if you have some time to speak.

Thank you,  
Steven Miller

European Representative  
Project (RED)

+1 917 754 2646

[www.joinred.com](http://www.joinred.com)

[www.facebook.com/joinred](http://www.facebook.com/joinred)

[www.twitter.com/joinred](http://www.twitter.com/joinred)