

Fropper.com & Saadhan Commission Miss Red Ribbon To Spread AIDS Awareness

Fropper.com Promotes Social Networking for Social Cause; Saadhan Helpline Lends Support To Create Maximum Awareness

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With its continuous and sustained endeavor to make online networking worth its time, Fropper.com, India's first social networking site, has taken an initiative to spread awareness about the deadly HIV virus which leads to the fatal disease AIDS. In an effort to maximize the impact, Fropper.com has joined hands with Saadhan Helpline of PSI (Population Services International), a leading non-governmental organization in Mumbai to spread across the message amongst the youth.

Together with Saadhan, Fropper has initiated an online campaign to spread awareness about HIV, Safer Sex and Sexually Transmitted Infections (STI) amongst the Indian youth. The online campaign, started from 26th November'07 and will continue until 25th December'07, making it a month-long activity on Fropper.com, with a strong focus on encouraging the youth to come forward and express their views on HIV and AIDS. The campaign will also work towards clearing their myths and misconceptions about the disease and other related topics.

To reach out to maximum youth, a fictional character **Miss. Red Ribbon** has been created, who knows everything about safe sex and HIV. Miss Red Ribbon talks the language of the youth today, and she fields member's queries, all the while giving her Fropper Friends all-important gyaan on Safer Sex and HIV. Fropper members can scrap doubts or questions and she will answer them. Apart from that, she will provide important statistics about AIDS and will direct members to links to relevant Zone on Fropper.com and Saadhan helpline.

Expressing his views on the initiatives, **Mr. Navin Mittal, Business Head, Fropper.com**, says, 'Today social networking conquers a huge space in the online world and the youth is closely involved in its evolution. This online awareness campaign is one of the best possible ways to reach out to the Indian youth who need to be aware of the threats of HIV and AIDS. We are proud that Fropper.com has been able to make online networking not only a fun-filled activity, but also a platform to discuss social issues. I am happy to be associated with Saadhan Helpline and helping us contribute to this social cause'

Carrying on its aggressive online campaign, Fropper intends to reach out to its 3.5 million members through a helpline service as well. A helpline has been created for everyone who wants his or her queries about HIV/AIDS/STIs answered and still want to remain anonymous. Counselors from Saadhan will respond to the questions, educate, and dispel myths about this deadly virus when they call on (022) 23892222. A live chat has also been scheduled every Friday from 3 pm - 4 pm wherein experts from Saadhan will chat exclusively with the members of Fropper.com and counsel them regarding HIV/AIDS.

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About Fropper.com

Fropper.com is India's first friendship & social networking site and is a part of Anupam Mittal led People Group. Launched in 2003 with a vision of becoming the hangout place for Indians worldwide, Fropper.com has worked on a simple principle -*No one's a Stranger*. Today, Fropper.com has more than 3.5 million members who use the platform to share, interact and connect with like-minded people & make new friends. With features such as Photo & Video Sharing, Blogging, Authenticated Groups, Personalized Zones etc., Fropper.com has become the preferred place for Indians from India & across the world to hang out & stay connected.

About Saadhan Helpline

Inaugurated in 1996, Population Services International (PSI) Mumbai Saadhan Helpline is the only existing high-quality, confidential and anonymous HIV/AIDS helpline in India. The helpline caters to countrywide callers, particularly those from Mumbai, various regions across Maharashtra and all over India. Having completed its 11 successful years of operation and about 1,00,000 calls, Saadhan helpline provides complete and accurate information to augment overall levels of healthy sexual behavior, psychological support and effectual referrals to people affected by or living with HIV/AIDS and to dispel myths and misconceptions related to HIV/AIDS. The Saadhan Helpline also initiates and participates in a variegated set of activities, programs and events, some of which include HIV/AIDS awareness sessions, health-oriented exhibitions and programs and training and capacity-building of other organizations that operate a helpline.

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You can also visit www.hanmerpr.com for more information.