

India Denim Day 2009 - 1 December : Launch of Year Long campaign to educate people and create awareness about HIV & AIDS

The second edition of India Denim Day 2009 event was organized on 1st December 2009, coinciding with the World AIDS Day, to promote HIV & AIDS Awareness at the Federation of Indian Export Organizations building, Rao Tula Ram Marg, New Delhi, from 2 pm to 5.30 pm.

New Delhi, Delhi, December 1, 2009 /[India PRwire](#)/ -- The second edition of **India Denim Day 2009** event was organized on 1st December 2009, coinciding with the World AIDS Day, to promote HIV & AIDS Awareness at the Federation of Indian Export Organizations building, Rao Tula Ram Marg, New Delhi, from 2 pm to 5.30 pm.

The program began with the announcement of launching a year long campaign targetted at multiple audiences to educate masses and create awareness about HIV and AIDS. The program also witnessed an exclusive bouquet of events dedicated to HIV & AIDS Awareness, highlights being a SKIT by the street-play team of Salaam Baalak Trust, screening of a short film - POSITIVE - by Farhan Akhtar, an interactive session on Myths about HIV and AIDS and how HIV affects kids.

The India Denim Day event also comprised of various competitions, revolving around the 2009 campaign theme "**Do Something & Make A Difference**", for school and college going students. The winners of the competitions were given away prizes.

The 2009 campaign started with the launch of a "**Denim Give Away Drive**" on 15th Nov. 2009. After a successful launch, the drive has been growing fast and gaining momentum, with more and more people having associated with the drive by way of setting up "drop-off" points where people can donate old and currently unused denim garments, which will be **donated to People Living with HIV**, through a few selected NGOs which are involved in providing support and care to People Living with, or affected by, HIV and AIDS.

Expressing his thoughts about the India Denim Day campaign, **Mr. R. Dudeja, Founder, Denim Club India** said, "We cannot tackle this epidemic unless we can break the silence and remove the stigma surrounding it. With the India Denim Day campaign in the next 12 months we shall work towards our mission to raise awareness amongst the civil society and to reduce stigma and discrimination towards people living with or affected by HIV and AIDS."

India Denim Day will be organized every year on 1 December to coincide with the World AIDS Day - with the objective of contributing the proverbial drop in the ocean, for HIV and AIDS awareness.

Notes to Editor

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.

The Denim Club India portal also serves as a Business Center for the buyers and sellers of denim fabrics and denim garments, and as a Resource Center having loads of information relating to the denim industry.

Denim Club India offers Design Consultancy to the apparel manufacturers, and has a rich library of denim apparel designs.

For more information, please contact:

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