



100 Black Men of Greater Ft. Lauderdale

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FOR IMMEDIATE RELEASE

FORT LAUDERDALE, FL, January 18, 2010 – The 100 Black Men of Greater Fort Lauderdale (100BMOGFL) will officially launch “What’s Your Swagger” AIDS awareness campaign on Thursday, January 21st, 2010 at the **LA Lee YMCA Family Center** located at **408 NW 14th Terrace**, Fort Lauderdale, FL beginning at **5:00 p.m.**

The “What’s Your Swagger” AIDS prevention and awareness campaign will focus on educating youth in Broward County about the effects of HIV/AIDS and the prevention methods used to stop the spread of the virus. The “What’s Your Swagger” campaign will incorporate a social media marketing strategy utilizing popular websites among youth such as: Facebook, MySpace, and Twitter. The goal of the campaign is to assist youth with having a responsible conversation with their parents about preventing the spread of HIV.

In addition to websites, the campaign will also incorporate texting technology. All components of the education and awareness campaign will provide valuable and much needed information on how to prevent the spread of HIV. The 100BMOGFL will also partner with schools, community-based organizations, and churches to host educational seminars and community education outreach. “We know that our young people are very aware of the latest styles and fashions, known as “Swagger”. We want to make protecting themselves and preventing the spread of HIV as part of their “Swagger”, 100BMOGFL President Dennis Wright said.

The 100 Black Men of Greater Fort Lauderdale would like to solicit the support of community organizations and corporations in this multi-year social media campaign to get involved and help improve the lives of the youth in Broward County.

For more information about “What’s Your Swagger,” visit us at www.100blackmengfl.org or call (954) 519-0002.

What's Your Swagger?

CHECK YOURSELF. PROTECT YOURSELF.

WhatsYourSwagger.org



Funded by the Florida Department of Health