**Press Release**

**For immediate release 5 July 2018**

**Registration for the UK’s largest World AIDS Day community event - the Red Run - is now open.**

The annual World AIDS Day Red Run returns to Victoria Park on 1 December 2018 - the 30th anniversary of the 1st World AIDS Day[[1]](#endnote-1). Now in its 9th year, the event has charities from across the country taking part and is set to beat all previous records in terms of runners and money raised for HIV causes. Last year saw 2,000 people take part raising nearly £100,000 for HIV projects across the country.

The Red Run is a 10k/5k charity fun run and is the only event of its kind in the UK uniting the HIV sector, creating a platform for HIV organisations across the country to raise awareness and vital funds for their work. The 2018 Red Run will be hosted by iconic girl drag band DENIM and entertainment provided by venerable night-time institution Eagle London with DJs from legendary Horse Meat Disco.

Mark Santos, Director of Positive East, remarked “*The World AIDS Day Red Run has become so much more than just a charity 10K run. It’s an important community event that brings together people and charities fighting against HIV stigma, tackling onward HIV transmission and providing much needed care and direct support*. *We’re excited that this year’s event will be national and will help support the UK’s response to HIV.”*

To learn more about the Red Run and to register, visit the Red Run website [www.redrun.org.uk](http://www.redrun.org.uk)

In addition to the 5k/10k run, the event will host pre and post run celebrations and will have panels of the UK AIDS Memorial Quilt on display, an entertainment tent and a pop – up AIDS Memorial. There will also be an official Red Run launch party held at Eagle London on 21 September 2018.

**Contact**

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Notes

1. *The 2018 World AIDS Day Red Run will be held in east London’s Victoria Park on 1 December 2018.* [*www.redrun.org.uk*](http://www.redrun.org.uk)

*2.0 The Red Run is sponsored by Gilead, State Street, Interbank, Eagle London, Starbucks and Emerald Life. This year’s event will build on last year’s record breaking turnout, and nearly £100,000 raised, and will support 29 HIV charities across the UK*

*3.0 Participating Charities include Positive East, Brigstowe, Spectra, Terrence Higgins Trust, National AIDS Trust, Food Chain, 56 Dean Street, GMFA, Kwa Africa, Rain Trust, Make A Difference Trust, PositivelyUK, NAZ, The Crescent, Sussex Beacon, Cara Trust, Wandsworth Oasis, Prepster, HertsAID, StopAIDS, Metro, Mildmay, NAM, AIDS Orphan, Living Well, Positive 21, CHIVA, Switchboard and Positive Health.*

*4.0 HIV in the UK -**There are approximately 103,000 living with HIV in the UK, nearly 50,000 in London and more than 35 million globally[[2]](#endnote-2). Medical advances have ensured that those living with HIV are able to live healthy and normal lives, however poor mental health and social and economic challenges continue to affect people living with HIV at disproportional rates than the general public meaning that HIV based support services are essential and needed[[3]](#endnote-3). In 2015 6,000 new HIV diagnoses were made in the UK and of the 103,000 living with HIV, 13% remain undiagnosed[[4]](#endnote-4) leading to onward HIV transmission.*

*5.0**Positive East has been on the forefront of HIV service and care for over 25 years; supporting people from point of HIV diagnoses to longer term care. Guided by our mission - to improve the quality of life of individuals and communities affected by HIV – we have developed a holistic range of health and wellbeing programmes from counselling, peer support and information and advice to HIV testing and HIV prevention outreach. Annually, we provide direct support to 4,000 people through our programmes and HIV testing.*

*6.0 Contact Ian Montgomery* *Ian.montgomery@positiveeast.org.uk**, 020 7791 9355 for further details*

1. https://www.worldaidsday.org/about [↑](#endnote-ref-1)
2. HIV in the UK Situation Report 2015 [↑](#endnote-ref-2)
3. Why we need HIV support Services 2017 [↑](#endnote-ref-3)
4. HIV in the UK Situation Report 2015 [↑](#endnote-ref-4)