

WORLD AIDS DAY 2007

20/20 CRICKET TOURNAMENT PROGRAM BETWEEN POLITICAL LEADERS AND PLHAS

30TH NOVEMBER 2007



**SUPPORTED BY
TANSACS / CAPACS / MED TECH,
ROTARY CLUB OF CHENNAI – GEMINI / KUMAR BUILDERS**

ORGANISED BY:

INDIAN COMMUNITY WELFARE ORGANISATION – I.C.W.O.

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20/20 Cricket Tournament on WORLD AIDS Day 2007 program
Between Political leaders and PLHA

We Indian Community Welfare Organisation has organized **20/20 Cricket Tournament on the event of WORLD AIDS Day 2007 program between political leaders and People Living with HIV/AIDS** on 30th November 2007.

Indian Community Welfare Organization is actively involved in creative, innovative and replicatable model in the field of STD/HIV/AIDS Prevention. ICWO's previous innovative efforts were successful and appreciated through out the world.

As part of the innovative efforts ICWO had organized a Cricket match for PLHA with the Political leaders in Chennai.

The event created an opportunity to discuss about partnership for leadership, stigma, discrimination, violence, marginalization, ill treatment, and denial of treatment, privacy, quality of life, access to the ARV treatment and Nutrition for PLHA

The cricket match was played between the political leaders and People living with HIV/AIDS. The cricket tournament strengthened partnership for leadership between the leaders and the PLHA.

THE AIM OF THE EVENT WAS

The aim of the event was to build the partnership for leadership between community and political leaders and to address stigma & Discrimination for those who are infected and affected by HIV/AIDS. The aim is to empower people living with HIV/AIDS to involve themselves in organizing special events and to demonstrate the health status of PLHA to the general population. These events create an opportunity for the PLHA to exhibit their talent and skills and to address the stigma, discrimination, marginalization and misconception related to PLHA through the event with the support of Media. It has developed and disseminated positive messages regarding PLHAs.

Honorable Minister M.R.K. Panneerselvam; Minister for Health, Government of Tamil Nadu, inaugurated the 20/20 Cricket Tournament by batting the first ball and **Mr. David T. Hopper, Consul General of United States of America** bowled the first over.



Mr. David T. Hopper, Consul General of United States of America released the World AIDS day poster and **Honorable Minister M.R.K. Panneerselvam** received the first poster.

Dr. Jaya Lakshmi Shreedhar, Technical Advisor, Health, Internews Network handed over the fair game flag to the team captains and **Honorable M.R.K. Panneerselvam**, Minister for Health, Government of Tamil Nadu flagged off the team to the ground and tossed the coin and batted the first ball.

Worshipful Chennai Mayor Thiru M.Subramanian, Mayor of Chennai distributed the Trophy & cups for winners, runners and cheerer team. **Mr. A.J. Hariharan**, Founder Secretary, ICWO Honored the Guests.

Politician and PLHA team took an oath on care and support for PLHA, before starting the match. The Politician Red Team won the match. The Winner and Runner teams were taken in the Horse Chariot as a symbol of appreciation and encouragement after receiving the trophy and cups.

Media Coverage:

Print Media:

The Hindu, Deccan Chronicle, The New Indian Express, News Today, Dina Thanthi, Dina Malar, Malai Malar, Mathruboomi, Rajasthan Pathrika, Anandha Vikadan & Enadu

Live Media:

NDTV, CNN IBN, Sun News Channel, Kalaingar TV, Raj TV, Win TV, Tamilan TV, Mega TV, Makkal TV, Aaj Tak & Jaya TV