

News Release

FOR IMMEDIATE RELEASE

06/06/07

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RAIN-CENTRAL MISSOURI RECEIVES GRANT TO PROMOTE NATIONAL HIV TESTING DAY

COLUMBIA, MO -- Rain – Central Missouri has been awarded a grant in the amount of \$3,000 from the Cable Positive Tony Cox Community Fund (TCCF) to encourage participation in National HIV Testing Day on June 21, 2007. Cable Positive, the cable and telecommunication industry's AIDS action organization, uses funds from the TCCF to encourage community-based AIDS organizations and cable outlets to partner on locally focused HIV/AIDS-related programs.

Rain will partner with OnMedia, a division of Mediacom, to produce and air public service announcements promoting HIV testing during the weeks leading up to the June event. In addition, Rain will partner with area health providers to provide rapid testing sites at 6 locations throughout the North Central Missouri region. The tests will be free of charge. Other health care providers in the region may contact Rain for information regarding participation in the one day program.

Additional information regarding National HIV Testing Day will be distributed at the Downtown Columbia Twilight Festival on June 14th and 21st, through print advertising in area publications and on the Rain website (www.missourirain.org.)

Rain is the region's leading HIV/STD and Hepatitis prevention resource focused on education, early detection and compassionate care facilitation. Through compelling teaching tools and compassionate care, Rain helps communities throughout Missouri greatly reduce or lessen the destructive impact of sexually transmitted diseases such as HIV and other life threatening conditions such as Hepatitis C.

Rain strategically delivers prevention education and early detection screening to "at risk" audiences in multiple venues from schools, parks and shelters to churches, clinics and homes. Education efforts focus on self-esteem, responsible choices and the realities of coping and living with STDs.

This is the first year that Rain will partner with Cable Positive and the Tony Cox Fund to promote this important awareness event.

Established in 1996, the Tony Cox Community Fund, formerly known as the Tony Cox Fund for Local HIV/AIDS Programming, is named in honor of Winston "Tony" Cox, a founding Honorary Chair of Cable Positive and a major cable industry leader. As Chairman and CEO of Showtime Networks Inc. and throughout his career, Mr. Cox was a major advocate of original cable television programming and AIDS education. Since the program's inception, more than \$1.1 million has been awarded to more than 230 AIDS service organizations in 35 states.

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To view the new National HIV Testing Day public service announcement, or for additional information regarding this important event, please visit the Rain website at www.missourirain.org.