



**UNITE FOR CHILDREN
UNITE AGAINST AIDS** 

**AVRIL LAVIGNE, CORNEILLE, SARAH MCLACHLAN and ANGÉLIQUE KIDJO
AMONG PERFORMERS at “UNITE AGAINST AIDS” CONCERT for UNICEF at BELL
CENTRE, MONTREAL**

WEDNESDAY, NOVEMBER 28, 2007

Tickets on Sale September 28

MEDIA RELEASE

Montreal, September 25, 2007 - Montreal will host the first in a series of “Unite Against AIDS” concerts in several Canadian cities in support of UNICEF’s *Unite for Children, Unite against AIDS* campaign.

The first concert will be held at the Bell Centre in Montreal on Wednesday, November 28th 2007, and will be hosted by Ben Mulroney. The concert will feature a full lineup of musicians, celebrities and UNICEF ambassadors to spread awareness and raise funds for the global *Unite for Children, Unite against AIDS* campaign.

Alison Lawton, Chair of UNICEF Canada’s *Unite for Children, Unite against AIDS* campaign today announced the line-up of confirmed featured performers which include **Sarah McLachlan**, **Angelique Kidjo**, Montreal’s own **Corneille**, **Marie-Mai**, 13 year old **Nikki Yanofksy**, headline act **Avril Lavigne**, and special guest DJ **Dino Lenny** from the UK spinning pre-show.

Tickets for the concert will be priced from \$35.50 to \$89.50 (plus taxes and service charges) and go on sale this Friday, September 28th, at 10:00 AM at www.admission.com or call 514-790-1245.

Net proceeds will benefit UNICEF’s international *Unite for Children, Unite against AIDS* campaign, which is the largest ever mounted to bring the world’s attention to the global impact of HIV and AIDS on children and young people.

The campaign’s aim is to achieve measurable progress for children in four key areas:

- prevent mother-to-child HIV transmission
- provide pediatric treatment
- prevent infection among adolescents and young people
- protect and support children affected by HIV/AIDS

“There have been World AIDS Day concerts before, but this is the first time a commitment has been made to have them on an ongoing basis and we’re proud that it’s a Canadian idea,” said Alison Lawton, national chair of UNICEF Canada’s *Unite for Children, Unite against AIDS* campaign. “Rallying support to help children affected by HIV and AIDS is what this campaign is all about. Quite simply, it’s a crisis, and we hope these concerts, starting with Montreal, will help



us achieve our goal of ensuring that this is the last generation of children to bear the brunt of AIDS.”

“This event will do more than just raise much needed funds” added Nigel Fisher, President & CEO of UNICEF Canada. “It will also focus attention on children and the devastating impact that HIV and AIDS are having on their lives. UNICEF knows what needs to be done, and our work is showing results – but we need Canadians to share our outrage and unite with us in taking action for children.”

In addition, two contests have been organized in connection with the concert by video-based Web site IndieMV.com to promote independent music and to spread awareness of the *Unite for Children, Unite against AIDS* campaign.

The music-video contest provides Canadian youth the opportunity to share their impressions and thoughts on the *Unite for Children, Unite against AIDS* campaign. UNICEF Canada will provide audio tracks and visual footage, and IndieMV will provide the platform for uploading viewing, and voting for the music videos.

IndieMV will also be hosting a contest for North American bands, giving one band the opportunity to perform at the “Unite Against AIDS” concert before the concert begins, and play at a smaller Montreal venue the night before to spread awareness of the *Unite for Children, Unite against AIDS* campaign messages

The concert organizers also wish to gratefully acknowledge the support of ALDO Fights AIDS as the presenting sponsor of the “Unite Against AIDS” concert. In addition, the following sponsors are also generously supporting this event:

- Air Canada
- AMJ Campbell
- Best Buy – Exclusive Sponsor of the Artist Meet and Greet Reception
- Decosta
- Fraser Milner Casgrain
- IndieMV
- KPMG
- La Presse
- 2007 Montreal Millennium Summit
- Solotech

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