Durex Sets Goal of Donating 2.5M Condoms by World AIDS Day

November 28, 2012

Condom manufacturer Durex will donate one condom for every consumer who uses Twitter or Facebook to share an HIV awareness message from November 26 to December 1, according to a Durex statement. The condom donation goal of the #1Share1Condom social media campaign is 2.5 million, which mirrors the number of new HIV cases around the world in 2011. Condoms will go to global and local HIV prevention organizations.

To read the statement, click here.

For more information on the campaign, click here.

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http://beta.docker.tusaludmag.com/article/durex-condom-donation-23201-2043