TuSalud

To Fight HIV, These Celebs Will Make a Personalized Video for You!

"Queer Eye" guys, "Pose" queens, Real Housewives, rappers and rock stars will record shout-outs to support (RED).

November 27, 2019 By Trent Straube

Maybe you can't convince the entire Queer Eye cast to give your down-on-his-luck BFF a makeover. But you can get the fab five's design guru, Bobby Berk, to record a personalized video message. The best part—aside from your friend's timeless reaction—is, you'll also be raising funds to fight HIV.

Cameo, a platform that allows customers to purchase personalized video messages from celebrities, is participating in the fifth (RED) Shopathon campaign.

Over 400 celebrities participate in Cameo (RED)Courtesy of Cameo.com

(RED) is a nonprofit that partners with brands and businesses to create specialized items. A percentage of the proceeds from the sale of such items benefits HIV/AIDS programs in sub-Saharan Africa.

The Cameo platform offers an array of nearly 3,000 celebrities—including actors, athletes, drag queens, rappers, reality TV stars and more—and prices range from as low as $5 to several hundred. Cameo.com features sample messages from each participant. A section is also available in Spanish.

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For the (RED) Cameo charity, 436 of the celebs have offered to record a video message for you and give part of the proceeds to (RED). Who'd make a perfect holiday gift message for that special someone in your life? How about Pose's Billy Porter ($100) and Ryan Jamaal Swain ($75), or original Queer Eye cast member Carson Kressley ($65)? Maybe you'd prefer a boy bander like Lance Bass ($199), singer-songwriter CeeLo Green ($200), rapper Trina ($150), chef Carla Hall ($50), Disney's Raven-Symoné ($300) or Real Housewife Taylor Armstrong ($50)—assuming she's not too busy yelling at that cat!

According to Cameo, a percentage of the proceeds from requests fulfilled through December 15 will go to (RED), and Cameo will make additional donations for every (RED) Cameo booking.

Rock star Bono helped found (RED) in 2006 to raise money for The Global Fund to Fight AIDS, Tuberculosis and Malaria. Since its inception, (RED) has raised over a billion dollars. For more in POZ, search #Red or click here.

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