

AIDS Prevention Initiatives Get Creative

A Canadian Firm, Spread Safety, has an innovative idea. The company, which is based out of Toronto, is going to distribute thousands condoms throughout North America for free.

At this point, you may not be seeing much of anything special. After all, dozens of organizations distribute condoms for free on a pretty regular basis. What sets this initiative apart from the others, however, is the fact that these condoms will include informative, educational blurbs as well as corporate advertisements.

This initiative is quite creative. Not only will it put condoms in the hands of people, which is essential when it comes to AIDS prevention, it will also be helping to educate consumers. Here at CondomMan, we are strong believers in education for AIDS prevention. Unfortunately, spreading AIDS prevention information and materials is not a cheap process – that's where the corporate advertisements come in.

With the help of the corporate advertisements, however, the cost of this AIDS prevention initiative is covered. At the same time, Spread Safety is able to effectively make condoms more available and accessible in major cities.

The purchased advertisements will be put on the cardboard sleeve wrapper that is around each of the condoms. The condoms will then be distributed in a variety of locations by simply being placed in containers where they are available to consumers. Places of business that will be targeted for these containers include health clubs, cafes, health centers at Universities, and nightclubs. Spread Safety representatives will also be handing out condoms at sporting events, nightclubs, and concerts in an effort to further spread AIDS prevention materials.

Although this AIDS prevention initiative is primarily targeting 18 through 24-year-olds – because this is the age group that is at the highest risk for sexually transmitted diseases - other groups will also be able to access the free condoms. Nonetheless, the types of advertisements that will be found on the condoms will be primarily focused on the 18 through 24-year-old demographic.

As president and co-founder of the Spread Safety organization, Jon Thue, put it, "The Spread Safety Project is an amazing opportunity to increase awareness of safe sexual practices, ensure condoms are available to every individual who needs them, and provide effective, targeted advertising for organizations with a strong commitment to social responsibility."

AIDS prevention is still a very important issue in our society. Although we have come a long way in understanding AIDS and how it is spread, we are still facing problems with this very serious issue. If we hope to finally get it under control, AIDS prevention initiatives such as this one are an absolute must.

Although we are in the business of selling condoms, we here at CondomMan are always in support of any initiative that will help with AIDS prevention. In fact, a desire to do our part in the AIDS prevention movement is just one of the many reasons we decided to get involved in the condom business. We wish the Spread Safety Project all of the luck in the world!

For more information visit: [AIDS Prevention Initiatives Get Creative](#)

About the Author

CondomMan.com is a leading online retailer of condoms, selling name brand condoms like Durex, [Trojan Extended Pleasure condoms](#), Lifestyles and Crown condoms for the best prices online. Buy the Best Condoms Online from [Condom](#) Man. Learn how to put on a condom, how to choose the right condom for you, and more.

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