

Dear Sir/Madam,

Further to circular No. 148 of 22 June 2009, inviting member countries to issue one or more stamps in 2011 to mark the 30th anniversary of the identification of AIDS, the International Bureau wishes to provide you with additional information on this initiative.

### **Stamp design**

Member countries are free to choose an appropriate design to illustrate the theme. They can be as creative as they wish in designing a philatelic product that will draw attention to this significant anniversary and raise awareness of the continuing need to protect against the human immunodeficiency virus (HIV), which can lead to acquired immune deficiency syndrome (AIDS).

Member countries may also use one of the designs created for the HIV prevention campaign launched last year by the UPU, the Joint United Nations Programme on HIV/AIDS (UNAIDS), the International Labour Organization and UNI Global Union. The invitation to issue stamps in June 2011 to mark 30 years of a world living with AIDS is an important plank of the campaign. To view the poster designs for the HIV prevention campaign, please go to the following link and look under "Tools":

[www.unaids.org/en/KnowledgeCentre/Resources/FeatureStories/archive/2009/20090702\\_UPU.asp](http://www.unaids.org/en/KnowledgeCentre/Resources/FeatureStories/archive/2009/20090702_UPU.asp).

### **UNAIDS logo**

In our previous circular, it was mentioned that interested member countries could, if they wished, use the UNAIDS logo in their stamp design. Please note that use of that logo requires UNAIDS clearance. Member countries should contact:

Ms Cheryl Bauerle  
Team Leader, Advocacy and Campaigns  
United Nations Programme on HIV/AIDS (UNAIDS)  
Tel: +41 22 791 1357  
E-mail: [bauerlec@unaids.org](mailto:bauerlec@unaids.org)

### **Global participation**

The partners of the HIV prevention campaign encourage as many UPU member countries as possible to issue one or more stamps to mark 30 years of the fight

against AIDS. Not only is this an easy way to participate in the final phase of the global campaign, but a worldwide philatelic effort will contribute greatly to raising awareness of the importance of promoting HIV prevention. It will also demonstrate how the global postal sector can actively contribute to combating HIV/AIDS and other diseases – one of the United Nations Millennium Development Goals.

UNAIDS will mark the anniversary with a number of activities throughout June 2011. Therefore, to maximize the impact of this potentially global philatelic effort, member countries may wish to consider issuing their stamps or other philatelic products as near to June 2011 as possible, or during that month.

The International Bureau asks UPU member countries to kindly keep it informed of any plans to issue stamps or philatelic products on this theme so that it can effectively organize its communication around this event.

For additional information, or to obtain the electronic files of the poster designs for the HIV prevention campaign, please do not hesitate to contact:

Mr K.J.S. McKeown  
Director of Markets Development  
Universal Postal Union  
Tel: +41 31 350 31 23  
Fax: +41 31 351 02 66  
E-mail: ken.mckeown@upu.int

or

Mr Jean-François Logette  
Philately Expert  
Philately and IRC Programme Manager  
Universal Postal Union  
Tel: +41 31 350 31 22  
Fax: +41 31 351 02 66  
E-mail: jf.logette@upu.int

Yours faithfully,

K.J.S. McKeown  
Director of Markets Development