



April 20, 2016

Chicago PrEP Working Group/PrEP4love Social Marketing Committee  
C/O Jim Pickett, AIDS Foundation Chicago

Dear Jim and the Chicago PrEP Working Group:

We are writing to extend our deep appreciation and gratitude to the #PrEP4love Social Marketing Committee. To each and every person who contributed to the ideation, development and launch of this beautiful effort we say THANK YOU!

*The images are inspiring.* Seeing the images pop-up online are beyond inspired and inspiring to people all over the world, with a reach far beyond Chicago: such inclusion around gender and body positivity, such hope and intimacy. There is art in the nuance of the intersection of human connection with public health messaging and a platform for empowerment.

*The campaign theme sets a new tone in the HIV prevention discourse.* The #PrEP4love campaign is helping to shift the dialogue around HIV prevention to be more inclusive, more about health and wellness rather than a disease mindset, and to champion pleasure and our collective desire for human relationships (whether they last a minute or a lifetime) connection, desire, love and tingle.

*The planning process you undertook is an example of a data-based, participatory and community-driven effort.* We acknowledge the time, patience, coordination and collaboration this ambitious effort takes. A true example of what is possible when people come together around a collective goal! The inclusion of experts outside the field of HIV including marketing, design and promotion add a layer of professionalism and polish that amplifies the underlying public health message. We appreciate how incredibly unique a collective, citywide effort like this is – normally campaigns are developed by one organization or one institution. Yours breaks that mold, and is all the better for it.

Thank you for your vision and leadership in championing the #PrEP4love campaign. We want you to know that we see your good work and we are applauding, from around the world.

In gratitude,

Shannon Weber

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