

ZUZIMPILO MEDICAL CENTRE

Media Release

Zuzimpilo aims to reduce the risk of new HIV infection during the 2010 FIFA World Cup

Wednesday, 9 June 2010: With the 2010 FIFA World Cup about to start and rumours of insufficient condoms and improving of 40 000 sex workers, Zuzimpilo Medical Centre has developed an innovative and exciting campaign to distribute condoms, and safe sex information around the World Cup.

"Clearly we support the ABC of HIV prevention. Our key message for people, particularly during the World Cup is to be responsible and use a condom every time they have sex" says Dr Limakatso Lebina, Project Director of Zuzimpilo Medical Centre.

"We are however aware that even with reinforcing these messages, people are likely to still have risky sexual behaviour especially because of the mix of alcohol and sex which has been shown to result in risky sexual behavior. We provide a comprehensive HIV service at ZuziMpilo that includes post exposure prophylaxis PEP". We are calling this program **Sgidlava** which means **Where are we going to sleep?** in township slang. It is used to describe a man or woman who will sleep with anyone and known to just ask where they will sleep to have sex for that night" continues Lebina/

The packaging on the cans is catchy and the information is in a language that will appeal to people of all races and nationalities, including foreign visitors and the condoms are powered by Lovers Plus the biggest condom brand in South Africa.

Dr Neil Martinson', the founder of ZuziMpilo says "Since it appears that condom distribution may be restricted at stadia or within fan festival sites, our tins will be distributed at over 30 hotels across Johannesburg. Each time the room is made up a complementary Sgidlava condom package from ZuziMpilo will be put out"

Zuzimpilo Medical Centre offers affordable, high quality healthcare for people living with HIV who cannot pay current costs for private sector HIV and ARV care. It is a one stop facility that offers consultations by appointment, phlebotomy and a pharmacy on site.

Because male circumcision partially protects men against getting HIV, ZuziMpilo recently added circumcision for men over the age of 16yrs to its services and includes excellent pain control and a check up visit.

Zuzimpilo is situated in central Johannesburg, on the 2nd floor Ansteys Building, Cnr Joubert and Jeppe Streets. The clinic can be reached on 0860 467 456 or www.zuzimpilo.co.za

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