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**National Network to End Domestic Violence
and M·A·C AIDS Fund Forge Innovative Partnership**
*LADY GAGA, CYNDI LAUPER LEND SUPPORT FOR NEW M·A·C VIVA GLAM
CAMPAIGN*

Washington, D.C. – The National Network to End Domestic Violence (NNEDV) today announced a new partnership with the M·A·C AIDS Fund to raise awareness on the intersection of domestic and sexual violence and HIV/AIDS. The new initiative is part of a \$2.5 million investment the M·A·C AIDS Fund is making to support women living with and affected by HIV/AIDS.

NNEDV received \$100,000 from the M·A·C AIDS Fund to create a comprehensive curriculum to educate domestic violence victim advocates and HIV/AIDS experts about the intersection of domestic violence and HIV/AIDS. The initiative will also strengthen services for victims who seek assistance from HIV/AIDS programs and domestic violence organizations.

“We are very excited to embark on this new, important project,” said Sue Else, NNEDV’s President. “The M·A·C AIDS Fund is making it possible for us to help bridge a gap in services for domestic violence victims living with HIV/AIDS.”

The M·A·C AIDS Fund recently announced that Lady Gaga and Cyndi Lauper are adding their energy to the cause and igniting From Our Lips – the new M·A·C Cosmetics VIVA GLAM campaign.

“We’re raising the VIVA GLAM bar this year with the voices of two incredible artists. Lady Gaga and Cyndi Lauper are bringing women’s issues to the forefront of the HIV/AIDS crisis,” said John Demsey, Group President of Estée Lauder and Chairman of the M·A·C AIDS Fund. “We have one artist that hit the music industry at the beginning of the HIV/AIDS epidemic in the 1980s and another that is explosively popular with young people today. They represent different generations that are equally affected by this disease, and both are helping to spread the message of the power of one lipstick.”

From Our Lips focuses on global HIV hot spots, including South Africa, the United States’ rural South, and Washington, D.C. It supports programs in regions that are confronting the complicated causes of HIV infection in women and girls: violence, discrimination and unequal access to financial and social resources.

According to the World Health Organization, intimate partner violence is linked to an array of health outcomes including sexual and reproductive health – gynecological disorders, pelvic inflammatory disease, unwanted pregnancy and sexually transmitted diseases. According to amfAR (the Foundation for AIDS Research), nearly half of HIV-positive women reported experiencing emotional, physical or sexual violence some time after diagnosis.

“I think it’s absolutely insane that some people have fewer rights than others, and I’m grateful that M·A·C has decided to focus on women while I’m a VIVA GLAM spokesperson,” said Cyndi Lauper. “I have so much to say and so much to share, and I’m going to let my lips and lipstick do the talking!”

“I’ve been familiar with the campaign and have been wearing M·A·C since I was ten years old. To be joining the likes of iconic former VIVA GLAM spokespeople is an honor,” said Lady Gaga. “My new VIVA GLAM lipstick color is amazing. It’s very me - a bluish pink, great for everyday, a little bit ’80s. I hope that women buy this lipstick, and honor themselves and honor the cause.”

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NNEDV, a 501(c)(3) organization, is a leading voice for domestic violence victims and their allies. Its members include the 56 state and territorial coalitions against domestic violence. It works closely with them to understand the needs of domestic violence victims and advocacy programs. NNEDV has been a premiere national organization advancing the movement against domestic violence for the past 15 years, after leading efforts among domestic violence advocates and survivors in urging Congress to pass the landmark Violence Against Women Act of 1994. To learn more about NNEDV, please visit www.nnedv.org.

The M·A·C AIDS Fund, the heart and soul of M·A·C Cosmetics, was established in 1994 to support men, women and children affected by HIV/AIDS globally. MAF is a pioneer in HIV/AIDS funding, providing financial support to organizations working with underserved regions and populations. As the largest corporate non-pharmaceutical giver in the arena, MAF is committed to addressing the link between poverty and HIV/AIDS by supporting diverse organizations around the world that provide a wide range of services to people living with HIV/AIDS. To date, MAF has raised over \$150 Million (U.S.) exclusively through the sale of M·A·C’s VIVA GLAM Lipstick and Lipglass, donating 100 percent of the sale price to fight HIV/AIDS. For more information, visit www.macaidfund.org.