

## The revolution's here

Levi's® Rage for the Revolution, a live music concert that forms part of the Levi's® Red for Life Initiative, the call to action where the public get to hear core HIV messaging from the mouths of their musical heroes, is back.



The inaugural event in Cape Town at The Castle and last year's one at the Bassline in Newtown created a powerful platform for discussion around how HIV and Aids affects South Africa's youth. And this year's concert (happening at a secret and uniquely beautiful location somewhere in South Africa) is on the 10th of November 2007 and is destined to take this initiative even further by engaging the audience with a conscic mix of brilliant music and thought-provoking opinions.

And in a world-first, the audience at the concert will consist entirely of people who've been challenged to make the effort and know their status, as the campaign consistently challenges the youth to work it out for themselves. All performing artists will be briefed by the Red for Life team on the truths regarding HIV and Aids, giving them the required knowledge to share with the audience. It's about opening up dialogue, and bands will be encouraged to share their personal feelings about keeping safe and well with the audience. They will also be asked to get tested as demonstration of solidarity in driving the message.

Everyone who gets tested at one of the campaign's mobile VCT clinics, which are travelling around the country prior to the concert, will stand a chance of winning two free tickets to the event. Tickets will be sent via SMS, and those 'out-of towners' lucky enough to win tickets will be provided with travel and accommodation to attend the event, which will feature an incredible, diverse line-up that includes The Dirty Skirts, Loyiso, 340ml, Kabelo, Lira and The Parlotones.

"We have a long and extensive history of supporting local music," explains Mike Leslie of Levi Strauss South Africa. "Thus it makes sense to leverage that investment and partner with local musicians to drive a credible and relevant HIV and Aids message to the youth."

To amplify the message, a 1 hour TV Special that covers the event and its build-up will be aired on SABC around World AIDS Day and 5FM will also compile a 'highlights package' from aspects of the campaign to air it during the course of the day, ensuring that the 'working it out for yourself' and knowing your status remains top of mind.