

Press Release For Immediate Release

LAUNCHING ON VALENTINES DAY 2009

PER7EPTION

HIV Awareness Campaign

First Of Its Kind: Provocative AIDS Campaign Created By Canadian HIV Positive Artist

Montreal, January 19, 2009 As an immediate reaction to the rising rates of HIV infections among Canadian youth, Montreal artist and AIDS activist Jean-Pierre P russe has created a HIV AIDS awareness campaign guaranteed to get attention. Consisting of 7 provocative composite images that treat the subject of the perception of HIV AIDS; the campaign will be launching on February 14th at the Olympia Theatre, and then travel to different locations in Quebec throughout the year.

"...HIV is all about relationships and a big part of that is the relationship with society and how an HIV positive person is perceived. Its not enough to talk about AIDS once per year on December 1st. This campaign is a reaction to the urgency of the situation, created in record time, without any federal or provincial financial aid, but completely underwritten by sponsors, a first of its kind in Quebec...." , that from Per7eption creator Jean-Pierre P russe who has build a solid career in Montreal as a distinguished and celebrated creator and producer. In his body of work P russe consistently focuses on issues dealing with HIV AIDS in mainstream society. The campaign became a reality thanks to a generous outpouring of help from sponsors who paid for everything needed from start to finish. "...Its amazing, what started out as an idea, became a collaboration and ended as a newly formed collective, and everybody did their part to help..." added P russe.

According to the UNAIDS 2008 *Report of the global AIDS epidemic* ; From 1985 to 2005, youth aged 15-29 accounted for 28% of all positive HIV test reports in Canada. There are approximately 58,000 people living with HIV/AIDS in Canada. This intimate, emotional and personal campaign deals with misinformation and misconception. It will not only speak to those touched by HIV, but to all those facing adversity: It is a universal theme.

Exhibition Contents:

- Limited edition of 7 photographs, editions of 7, poster format, archival frame
- A printed catalogue, numbered and signed

Vernissage:

- Saturday, February 14, 2009 5-7 PM, Olympia Theatre 1004 Saint Catherine East,
- DJ Patrick Guay, Surprises, Complimentary Admission

Exhibition Dates:

- February 14- 28, 10-6PM, Olympia Theatre
- March 1-29, Salon St phane Gagnon, 1200 Amherst Street
- August 13-16, Montreal Pride 2009

Staring:

DJ Mark Anthony, artist Kat Coric, model Michael Goyette, dancer Cynthia Millaire, actor Jean-Pierre P russe, impresario David Remington and acrobat Barbara Requesens. Photography by Bob Hendriks

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