

# Be The Link Gala Brings A Successful Opening in New York City

/EINPresswire.com/ The [Be The Link Campaign](#) honored World AIDS Day 2012 on December 1 with the Gala Event

The Be The Link Campaign honored World AIDS Day 2012 on December 1 with the Gala Event sponsored in part by [Anestasia Vodka](#) to raise awareness for HIV and AIDs. The red carpet affair was held at the historic firehouse on Lafayette Street, New York City.

AIDS is a chronic, potentially life-threatening condition caused by the human immunodeficiency virus (HIV). By damaging the immune system, HIV interferes with the body's ability to fight the organisms that cause disease. While there have been great strides in the prevention of HIV transmission and care of HIV infection and AIDS since AIDS was first recognized in 1981, there is no cure.

The Be The Link Campaign spreads the message online at <http://www.be-the-link.org> featuring conceptual images of participants and PSAs sending the message that the participants are not just a face in a picture but also a voice for HIV in America. The latest Be The Link news is broadcast via Twitter @bethelink1

The opening gala spotlighted the photography of Andy Tsagaris, director and visionary of the event. The gala featured a special performance by Sylvia Tosun. Spinning the evening's most delightful music mix DJ Speir From Speir TV Global. Attending was some of today's most prominent figures in the world of business, entertainment, and fashion including: Avivia and Reid Drescher, television personalities of Real Housewives of New York; Randy Jones, multi-platinum recording artist and founding member of The Village People; Project Runway Season 10 Winner Dmitry Sholokhov; VH1's Mob Wives Carla Facciolo; reality star Jessica Romano of Jerseylicious; Malan Breton, fashion designer; Loris Diran, fashion designer; Project Runway alumni Christopher Palu, Fabio Costa, Buffy Jashanmal, and Lantie Foster; Billboard Club Chart queen Sylvia Tosun and co-founder of Sea to Sun record company; Christo Curlisto, hair designer; Svetlana Rakham, Viktor Luna, fashion designer, Eila Mell, fashion writer; Antonio Azzuolo, fashion designer; Cheryl Caruso, reality star; Gayle Sobel from Condé Nast; Stephen Knoll, hair designer; Abigail Breslin and Emily Bache of Wanderlust; attorney and founder of Survivorship A-Z David Landay; Victor De Souza, fashion designer; Alex McCord and Simon Van Kempen, television personalities; Karen Biehl; the young ladies of Miss New York Teen; William Kapfer; Eric Scott Baker; Sarah Atereth, singer; Cindi Dawson; Marisol Deluna, fashion designer;

and Nora Hanna, Executive Director of Until There's A Cure. Photographer Vicky Good for Fashion News Live captured images at the event.

The conclusion of the Be The Link Campaign will be a star-studded gala in Los Angeles on February 23, 2013 with location to be announced.

The Be The Link Campaign is partners with [Until There's A Cure](http://www.until.org), a national organization since 1993 dedicated to eradicating HIV/AIDS by raising awareness and funds to combat the pandemic. Until There's A Cure is committed to: funding innovative programs which promote AIDS awareness and prevention education; providing financial support for care and services for those living with AIDS; and supporting and advocating for AIDS vaccine development which offers the best hope for reducing the spread of HIV. For more information on the foundation, visit <http://www.until.org>

For more information on the campaign, including images and profiles of the participants and campaign resources, visit <http://www.be-the-link.org> or follow on Twitter @bethelink1

Be The Link will be complete after 250 participants have lent their name and likeness to the campaign. An exhibit of photographic images will be displayed in galas – one in New York City and one in Los Angeles, symbolically linking both coasts.

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