

# Actor Lance Reddick Supports HIV/AIDS Event Sponsored By LA Confidential Magazine

/EINPresswire.com/ The Be The Link Event will be a star-studded gala in Hollywood, California on February 21, 2013 sponsored by [LA Confidential Magazine](#).

Actor Lance Reddick best known for his role on the FOX television series The Fringe supports the [Be The Link Campaign](#). The Campaign is the first of its kind to raise awareness for HIV and AIDS, visually linking 250 influential people in a voice of unity. The goal is to destroy the stigma surrounding the disease and to support HIV/AIDS awareness, education, and care for people with AIDS. Three years in the making, the national Campaign will exhibit photographic images at fundraising events for Until There's A Cure – one in New York City and one in Los Angeles, symbolically linking both coasts.



Kaya Jones joins the chains of strength for the Be The Link Campaign

The highly anticipated west coast event will be a star-studded gala in Hollywood, California on February 21, 2013 sponsored by LA Confidential Magazine. The exclusive invite only black tie affair will be held at Bardot Hollywood. The Spanish colonial theater at the famed corner of Hollywood & Vine has been a show-business epicenter since opening in 1927. The event theme is love and the power it has to diminish the stigma of HIV. For entertainment, there will be special live performances by Billboard Dance Hit beauty Amy Weber; also performing is the sexy Kaya Jones who rose to prominence as a member of one of pop music's most sensational groups, The Pussycat Dolls; plus a performance by the sultry sounds of Colette Falla.

The Be The Link Campaign honored World AIDS Day 2012 on December 1 at the successful New York Gala Event. The red carpet affair was held at the historic firehouse on Lafayette Street in New York City. The fundraiser gala spotlighted the photography of Andy Tsagaris, director and visionary of the event and featured a special performance by Sylvia Tosun. Attending were 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; Gayle Sobel from Condé Nast; Stephen Knoll, hair designer; attorney and founder of Survivorship A-Z David Landay; Victor De Souza, fashion designer; Alex McCord and Simon Van Kempen, television personalities; the young ladies of Miss New York Teen; Nora Hanna, Executive Director of Until There's A Cure and many more.

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 is partners with Until There's A Cure, 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>

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. 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

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<http://www.be-the-link.org>

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