



**BUY
LIFE**

WHEN YOU BUY LIFE, YOU SAVE LIFE.

TREATMENT ANTI-RETROVIRAL THERAPY (ART) HAS TRANSFORMED THE LIVES OF PEOPLE WITH AIDS IN THE WEST, RETURNING THEM FROM SICKNESS TO HEALTH. BUT ONLY 33% OF THE 10 MILLION PEOPLE WHO SO DESPERATELY NEED TREATMENT, HAVE ACCESS TO IT. WHEN CHILDREN ARE INFECTED, 50% DIE BEFORE THE AGE OF 2 AND 80% DIE BEFORE THE AGE OF 5.

CARE KEEP A CHILD ALIVE (KCA) PROVIDES FIRST CLASS AIDS CARE THROUGH DOCTORS, NUTRITION, TESTING, TRANSPORTATION AND TREATMENT FOR OP-PORTUNISTIC INFECTIONS, WHICH ARE ALL NECESSARY FOR ANTI-RETROVIRAL TREATMENT TO BE SUCCESSFUL. KCA ALSO PROVIDES THE CARE AND SUPPORT TO KEEP ORPHANED AND ABANDONED CHILDREN SAFE.

ORPHANS 16.6 MILLION CHILDREN HAVE LOST THEIR PARENTS TO AIDS. THESE CHILDREN WILL FACE ENORMOUS RISKS IN THEIR STRUGGLE TO STAY ALIVE. THEY WILL OFTEN BE FORCED INTO SEXUAL EXPLOITATION OR ENROLLED AS CHILD SOLDIERS. KEEP A CHILD ALIVE SUPPORTS THE CHILDREN'S EXTENDED FAMILY CAREGIVERS, AND BUILDS AND SUSTAINS ORPHANAGES TO KEEP THE MOST VULNER-ABLE CHILDREN OUT OF HARM'S WAY.

AWARENESS THROUGH DOCUMENTARY FILMS AND GROUND-BREAKING MEDIA CAMPAIGNS, KEEP A CHILD ALIVE DIRECTLY ENGAGES THE GLOBAL PUBLIC IN THE FIGHT AGAINST AIDS. WE ACTIVELY WORK TO EDUCATE PEOPLE ABOUT THE EMERGENCY ISSUES OF AIDS IN AFRICA AND INDIA IN AN EFFORT TO RE-INVENT THE WAY THEY PERCEIVE THEIR ROLE IN BEING PART OF THE SOLUTION.



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WWW.BUYLIFE.ORG

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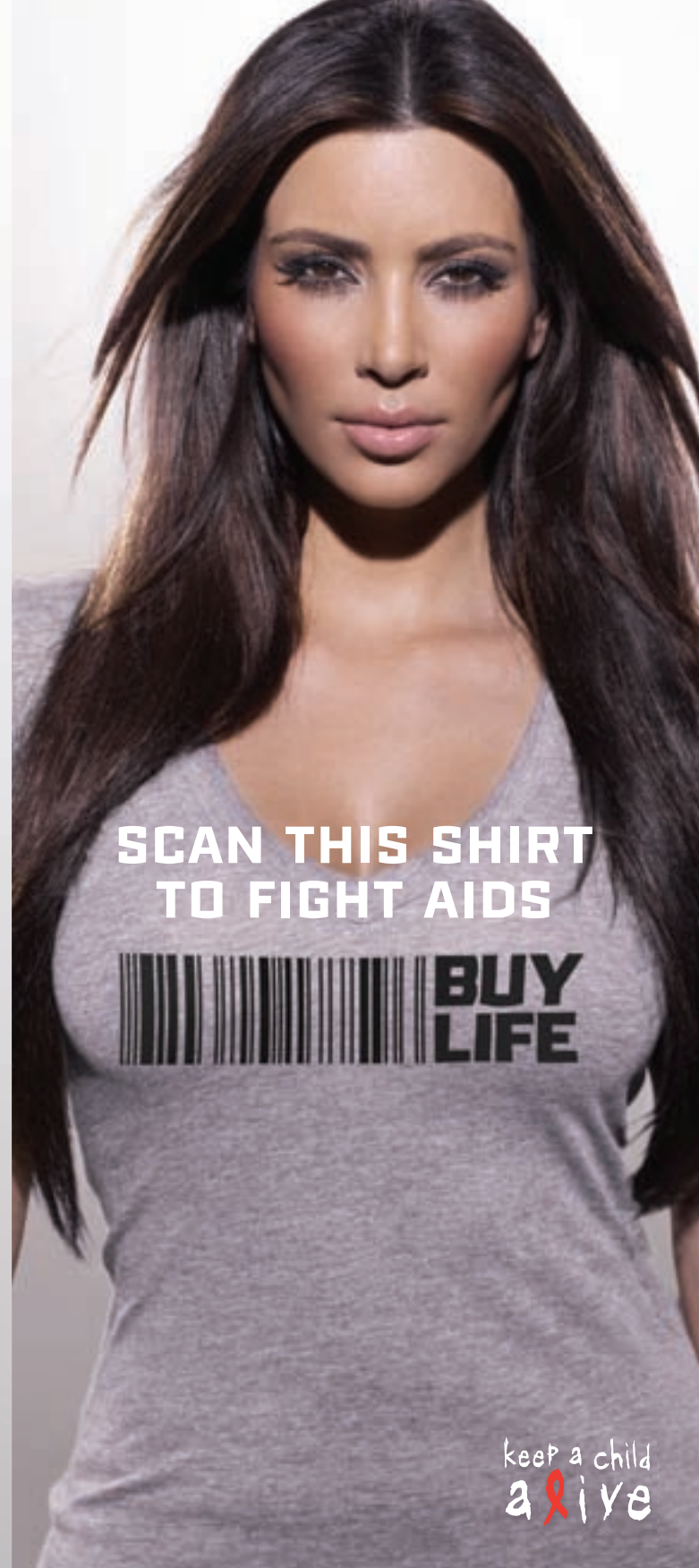
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**SCAN THIS SHIRT
TO FIGHT AIDS**



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THE MORE YOU BUY, THE MORE YOU SAVE



SCAN THIS SHIRT TO FIGHT AIDS

WHEN YOU BUY LIFE, YOU SAVE LIFE. DOWNLOAD THE STICKYBITS OR WIMO APP AND SCAN RYAN'S SHIRT, OR TEXT "RYAN" TO 90999 TO BUY LIFE FOR THE MILLIONS AFFECTED BY HIV/AIDS IN AFRICA AND INDIA.

keep a child
alive

\$10 will be added to your mobile phone bill/deducted from your prepaid account. Msg & data rates may apply. Reply STOP to 90999 to stop. Full Terms: mGive.org/T. Go to getwimo.com for wimo app. Keep a Child Alive is a registered 501(c)3 charity. Photograph of Ryan Reichenbach by Markus Kinko & Brian, styling by DK Field.

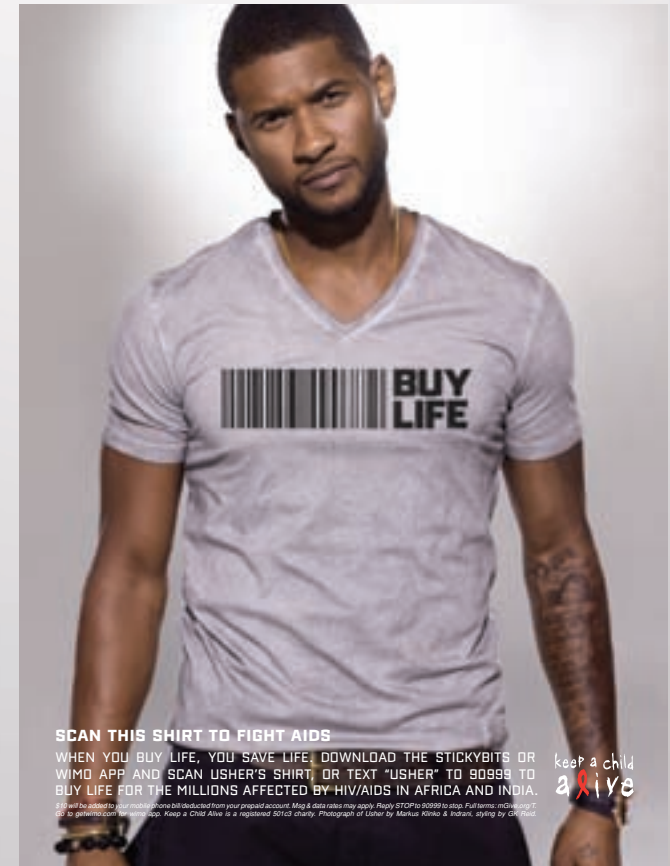


SCAN THIS SHIRT TO FIGHT AIDS

WHEN YOU BUY LIFE, YOU SAVE LIFE. DOWNLOAD THE STICKYBITS OR WIMO APP AND SCAN KATIE'S SHIRT, OR TEXT "KATIE" TO 90999 TO BUY LIFE FOR THE MILLIONS AFFECTED BY HIV/AIDS IN AFRICA AND INDIA.

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SCAN THIS SHIRT TO FIGHT AIDS

WHEN YOU BUY LIFE, YOU SAVE LIFE. DOWNLOAD THE STICKYBITS OR WIMO APP AND SCAN USHER'S SHIRT, OR TEXT "USHER" TO 90999 TO BUY LIFE FOR THE MILLIONS AFFECTED BY HIV/AIDS IN AFRICA AND INDIA.

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HOW THE BARCODE WORKS

WHEN YOU BUY LIFE, YOU SAVE LIFE. DOWNLOAD THE STICKYBITS OR WIMO APP AND SCAN RYAN'S, KATIE'S OR USHER'S SHIRT, OR TEXT "BUY LIFE" TO 90999 TO GIVE \$10 FOR THE MILLIONS AFFECTED BY HIV/AIDS IN AFRICA AND INDIA. REPLY "YES" TO CONFIRM.

WHAT DOES IT MEAN TO BUY LIFE? THERE IS A PROFOUND DIFFERENCE BETWEEN LIVING AND LIFE. LIVING MAY EXTEND TIME FOR ANOTHER DAY. BUT LIFE IS FAR MORE THAN SLEEPING AND WAKING. LIFE IS MORE THAN MERELY EXISTING. AND, ALTHOUGH IT WOULD BE EASIER, LIFE CANNOT BE BOUGHT IN A PILL. THAT IS WHY KEEP A CHILD ALIVE BUYS MORE THAN JUST THE PILLS NEEDED TO FIGHT HIV/AIDS IN AFRICA AND INDIA. IT BUYS THE ESSENTIAL NUTRITION, SHELTER, SUPPORT AND EDUCATION TO HELP ENSURE THOSE PILLS ARE TAKEN PROPERLY AND EFFECTIVELY. IT BUYS THE THINGS WE ALL TAKE FOR GRANTED, BUT THAT MAKE ALL THE DIFFERENCE. A BED. A ROOF. A RIDE. A BOOK. A SMILE. KCA OFFERS CHILDREN, THEIR FAMILIES AND ENTIRE COMMUNITIES A SHOULDER TO LEAN ON AND A HEART THAT BEATS FOR THEM. BECAUSE KCA BELIEVES WE CAN DO SOMETHING FAR BIGGER AND BETTER THAN BUY THE ABILITY TO LIVE. WE CAN BUY THE DIGNITY THAT IS LIFE. WE CAN BUY COMPASSION. BUY LOVE. BUY THE CURE. BUY LIFE. BECAUSE THE MORE YOU BUY, THE MORE YOU SAVE. KEEP A CHILD ALIVE.

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