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## **Pop Culture Icon Romero Britto Creates New Logo for the 2008 United States Conference on AIDS**

**June 5, 2008—Washington, DC—**The National Minority AIDS Council (USCA), sponsor of the United States Conference on AIDS, is proud to announce the release of meeting's new logo, created by modern day pop culture icon, Romero Britto. The logo's bright colors and playful themes evoke the spirit of hope and sense of warmth recognizable in all of Britto's masterpieces, and in this year's conference theme: *Looking Backward, Moving Forward*.

USCA is the largest annual HIV/AIDS conference in the nation, and is expected to bring over 3,500 HIV/AIDS professionals to Fort Lauderdale's Greater Ft. Lauderdale/Broward County Convention Center this coming September 18-21.



"AIDS has given us little to celebrate," says Paul A. Kawata, NMAC's Executive Director. "With this year's theme and the essence of the logo, we hope to honor the past as well as help reenergize and inspire attendees to recommit themselves to the work necessary in ending this epidemic."

Dubbed the artwork of healing, Britto provides an open-minded and optimistic view of life from the mental canvas of an artist who gains his daily inspiration from the world around him. He has been commissioned to bring a unique visual interpretation to world renowned brands such as Absolut, Disney, Movado, Pepsi, Evian and Audi. Despite his international success, Britto has never forgotten his humble beginnings—giving back to those in need is one of his top priorities. In 2007, the Britto Foundation was established to allow him to lend his time, resources and talent to organizations all over the world.

"It is an honor to bring joy and happiness to the people who are fighting this devastating disease," says Britto. "I hope this logo can breathe new life into their spirits as they continue their important work."

### **About USCA**

Since 1997, USCA, the largest annual HIV/AIDS meeting in the United States, has strengthened the domestic community-based response to HIV/AIDS by bringing together professionals from across the country to learn new skills and build partnerships and collaborations.

The conference's extensive selection of over 200 institutes, seminars, workshops and roundtable sessions addressing every aspect of the AIDS epidemic – from nutrition and treatment to prevention and international issues – enables participants to customize their training and networking experiences according to their unique professional needs. To learn more about USCA, visit: [www.2008USCA.org](http://www.2008USCA.org); call: (202) 483-6622; or e-mail: [conferences@nmac.org](mailto:conferences@nmac.org).

### **About NMAC**

The National Minority AIDS Council (NMAC) has developed leadership within communities of color to address the challenges of HIV/AIDS since 1987. NMAC has furthered this mission by providing a public policy education program; national and regional trainings and conferences; treatment and research programs and trainings; numerous publications; and a website: [www.nmac.org](http://www.nmac.org). The agency also serves an association of AIDS service organizations, faith- and community-based organizations, hospitals, clinics, health departments and other groups assisting people and families. NMAC's advocacy efforts are funded through private funders and donors only.

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