

(EMPTY)

November 2010

The Lazarus Effect

a documentary following the lives of those living with HIV/AIDS

The Real Deal

An open letter by Bono

IRA Bill passes

Congress

the message from the victims have been answered

Tom Shoes:

One for One

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You don't have to be an alcoholic, or a drug addict to be homeless

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The Lazarus Effect

a documentary following those living with HIV/Aids

promotes the knowledge and awareness of the medicine

Lance Bangs: I became involved in The Lazarus Effect through Spike Jonze, who I've worked with quite often. We were finishing up another film about Maurice Sendak, and when the urgency of this project became clear I dropped what I was working on and boarded a plane with Sheila Roche from (RED) while Spike was completing Where The Wild Things Are. He was able to talk about ideas and give notes as the film unfurled.

Dazed Digital: In a world filled with instability and destruction, why was this particular issue one that you were interested in raising?

Lance Bangs: As a filmmaker, the clear difference in people going from being near death to looking much healthier was a fascinating visual and emotional structure for a film. On a more personal level, I had lost friends over the years to Aids and Aids-related illnesses, so I have had a core internal connection to the issue. I've watched friends waste away and wither to death. This was a chance to see people go the opposite direction in a glorious way.

Spike Jonze and Lance Bangs come together to film a documentary about living with HIV/Aids that is shot through with hope and compassion

life-changing

anti-retroviral drugs

The collaborative efforts of Spike Jonze and Lance Bangs will be premiered on television in the documentary The Lazarus Effect. The half-hour program follows the lives of individuals who suffer from the degenerative effects of HIV/Aids and the radical transformations they all experience by acquiring the life-changing anti-retroviral drugs.

The documentary, in collaboration with (RED), promotes the knowledge and awareness of the medicine, which costs around just twenty pence per day. The visually outstanding improvement in the featured individuals' strength only highlights the importance of increasing access to the prescriptions, and the continued support for the cause. Dazed Digital spoke to Lance Bangs to find out more...

Dazed Digital: How did you become involved with the (Red) project? Was it a collaborative idea between yourself and Spike Jonze, or did the charity approach you?

Dazed Digital: This is an extremely different project to a lot of your other work – why did you decide to move towards a documentary as serious as one to promote the awareness of AIDs and the ARV drugs?



charismatic person but I do seem to connect intimately with people when I am filming, to make them comfortable and bond with them in a way that leads to deeply personal, unguarded footage. I was relieved to see that this worked across cultural barriers as well.

Dazed Digital: Was there any particular story in the documentary that resonated most strongly for you? Did you form any close friendships whilst you were filming?

Lance Bangs: I've made all sorts of personal films in my life, and sort of wandered to wherever things seemed most interesting. It was a great challenge but I think that my personal approach worked well with this subject.

Dazed Digital: How did you prepare yourself for such a challenge as this? Did you have to prepare emotionally?

Lance Bangs: Yeah, I'm comfortable around people who are HIV-positive and I braced myself for what death feels like in a room. Still, the few people I filmed and befriended who didn't receive access to the treatment until it was too late were hard losses to go through. They definitely echo around my mind.

Dazed Digital: You form such close bonds and build a sense of trust with many of the subjects you document. How did this transfer to the subjects in this documentary?

Lance Bangs: I think that is true in my work. I'm not a traditionally

Lance Bangs: The story of how mothers can avoid transmitting HIV to their babies was the most surprising thing that I learned while making the film. Honestly, it felt apparent to me that what would make the biggest difference in reducing prevalence of HIV/Aids in the places I filmed would be for women to continue gaining more power and control over their lives. Historically, they have been subjugated to decisions made by men, and haven't had the autonomy to control their health, education, employment, and sexuality fully. Gaining that control could speed up the progress they are making.



Dazed Digital: In the documentary, Constance says the only reason she had an HIV-test is because her husband had one – in your own opinion, do you think the test should be compulsory in Africa?

They definately echo around my mind.

Lance Bangs: I was personally shocked how comfortable and open most people were about voluntarily being tested. Huge numbers of teenagers would come out to free soccer events, and then accept to take the HIV-tests being given, and were cool with being filmed doing so. They had broken through the stigma that I might have had at that age. Constance had avoided it back when there was no treatment available and it was basically a death sentence, but now that free treatment exists in parts of Africa the people I observed seemed more willing to go test without needing to be forced to.

Felicity Shaw

The Real Deal

AN OPEN LETTER FROM BONO

First off, I want to ask you, Why is it that women are much less willing than men to accept a world where 5,500 people a day die from a preventable, treatable disease? Could it have something to do with that second X chromosome? Do we men have some gene that makes us look the other way—that gives us a penis but no conscience?

important jobs to do. Communities were being stripped of teachers, doctors, nurses, farmers, businesspeople, builders—their workforce, their life force. In the worst hit parts of Uganda, nine-year-old girls were left in charge of raising their younger brothers and sisters. Orphans raising orphans. In the twenty-first century.

The rest of the world made sympathetic noises—but did little more than that. Meanwhile, African AIDS activists were doing everything they could to stop the spread of the virus. During my trip, we met with a group in

Almost **two-thirds**
of Africans with AIDS are **wo men.**

Me, I don't believe in biological destiny. I think women care more because women bear more of the burden. Almost two thirds of Africans with AIDS are women. In South Africa, nearly 90 percent of new infections occurred in 15-to-24-year-old females. (I can't get my head around that fact, let alone get it out of my head.) I could fill this whole page with such numbers... but while statistics paint a picture, they don't tell a story. So here goes.

Six years ago, I was traveling across Africa. AIDS at that time and place was a death sentence, taking out not just the youngest and oldest, who are always more vulnerable to disease, but also those in the prime of their lives—parents and others with

Johannesburg to see how we could support their work. One of the most surreal moments in my life—and there have been a few—took place in a canteen with 20 people, all of them HIV-positive, who spent every hour of every day traveling from place to place to warn of the dangers of HIV. These volunteers explained how the stigma of the disease puts people off getting tested, but the workshops they were doing at schools, businesses, and street corners were having a big impact. It was compelling stuff. The rest of us felt energized, uplifted.

Then, at the end of our meeting, I overheard a quiet debate among the activists as to which of them would get the single course of antiretroviral therapy

(ARVs) they'd just received. There were not enough life-saving pills to go round. And so, together, they had to decide who would get the pills and who would go without.

I was stunned. These volunteers were doing their best to save others' lives—but could not save their own. Like firefighters rushing into a burning building and being consumed by the flames.

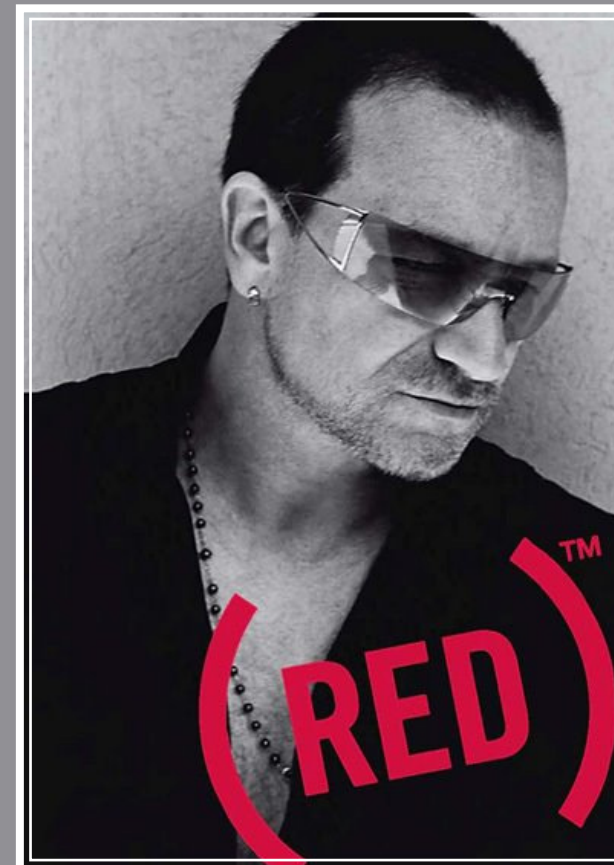
Our science and technology, it turned out, were more advanced than our conscience. We in the West had the means to save lives, but we lacked the resolve.

What can we do? Well, the short answer is: a lot. At the time of that trip, only 50,000 Africans had access to ARVs. That figure today is 2.1 million. That's because a lot of people have been doing a lot of things, in Africa and all over the world. In the face of the AIDS emergency, we've got to gang up on the problem.

Which brings me, improbably, to shopping. Not everybody is able to march to the barricades—not everybody owns a pair of proper military boots—but there's something you can do even in Manolos. (RED) is the consumer wing of a much wider movement of activists, and consumers have more power than they realize. They have power in their pockets. (RED) raises money for the Global Fund to Fight AIDS—\$120 million so far. That is enough to buy drugs for more than 750,000 people for a year. (RED) funds prevention and counseling programs as well as treatment, and is now the thirteenth biggest contributor to the Global Fund; it's giving more than many countries.

The money comes from corporations doing the right thing—the (RED) thing. Some call it “conscious consumerism.” The companies involved don't mark up their products to get you to pay a premium. They take a piece of the profits from

every (RED) thing you buy, and they use it to buy lifesaving medication for those who can't afford it. (RED) meets consumers on the main street, on the high street, in the malls, online—and in magazines like this one. Some of the coolest brands have signed up, and depending on where you live, you can drink (RED), wear (RED), talk (RED), type (RED), and work (RED). You can also hear (RED)—through (RED) Wire, our subscription music service.



As I said, it's just one flank of a much bigger army, but the (RED) brigade is pretty impressive. We have some amazing women involved—Scarlett Johansson, Gisele Bündchen, Christy Turlington, Penelope Cruz, Julia Roberts, Alicia Keys, and Jennifer Garner. And some men who aren't bad, either—Kanye West, Djimon Hounsou, Chris Rock, and the great Steven

Spielberg. Then there are the millions of men and women whose names we don't know, but whose (RED) purchases are doing nothing less than keeping people alive.

I come from a line of traveling salesmen on my mother's side. One of them, my Uncle Jack, always told me that when you're making your pitch don't get the door slammed in your face. I know I'm in danger of that right now. These are tough times for a hard sell, hard to talk about shopping when everybody's belt-tightening. Everyone is more conscious than ever about where they spend their hard-earned cash. (RED) is not asking you to flock to the stores for the sake of it. But if you find yourselves browsing, we are asking you to choose (RED) where you can—for the sake of those who can't ask you themselves.

-BONO-



DEAR OBAMA

The **youth** of America
has **made** a difference



TOMS shoes:

One For One
With every pair you **purchase**,
TOMS will **give** a pair of new
shoes to a child in need.

The House of Representatives passed the LRA Disarmament and Northern Uganda Recovery Act, by voice vote without a single objection.

Over the course of 30 minutes, seven Congress members spoke on behalf of the bill, calling on President Obama, in response to the atrocities being committed in central east Africa, to form a plan to remove Joseph Kony from the battlefield. Eight additional Members of Congress submitted written statements expressing their support for the bill.

Can you believe it? The leaders of our nation, for 30 MINUTES, stated and restated the atrocities committed by Joseph Kony and the urgent need for a strong response from the United States.

We can still only marvel that the youth of America made so much noise that their Congressmen and Congresswomen felt compelled to mention their efforts on the floor of the House of Representatives.

We celebrate this victory with our partners Resolve: Uganda and Enough Project. You can be sure that the entire Invisible Children office was

gathered in the conference room, breathlessly watching history be made.

We celebrate this victory wholeheartedly, but we know that our work is not yet finished. Now we must pressure the Obama Administration to follow through on this important mandate, to set a precedent for justice, and to protect these children who have too long been trapped in a war against their will. We will see them come home.

This victory is yours, and we want you to know everything that there is to know.

www.invisiblechildren.com

TOMS Shoes was founded on a simple premise: With every pair you purchase, TOMS will give a pair of new shoes to a child in need. One for One. Using the purchasing power of individuals to benefit the greater good is what we're all about. The TOMS mission transforms our customers into benefactors, which allows us to grow a truly sustainable business rather than depending on fundraising for support.

Giving Is Catching On...

The TOMS mission of giving shoes has attracted other brands, resulting in unique and successful collaborations. Ralph Lauren sold co-branded Polo Rugby TOMS, giving a matched pair with every pair sold. Element Skateboards has issued limited edition TOMS + Element shoes as well as a One for One skateboard. With every skateboard purchased, one will be given to a child at the Indigo Skate Camp in Durban, South Africa. It is TOMS' hope that as our One for One movement continues to grow, more and more companies will look to incorporate giving into what they do.

The TOMS Story

In 2006, American traveler Blake Mycoskie befriended children in Argentina and found they had no shoes to protect their feet. Wanting to help, he created TOMS Shoes, a company that would match every pair of shoes purchased with a pair of new shoes given to a child in need. One for One. Blake returned to Argentina with a group of family, friends and staff later that year with 10,000 pairs of shoes made possible by TOMS customers. As of September 2010, TOMS has given over one million pairs of new shoes to children in need through Giving Partners around the world.

www.toms.com

(EMPTY)

The world has dramatically changed, and not for the better. Financially, emotionally, and physically, the world is struggling.

We as a people need to get together and help one another before it is too late. Empty is reaching out to the people, everyone, everywhere.

At the rate of world, the human race will cease to exist...