

## The Red Ribbon – How did it all start?

The Red Ribbon was conceived in April 1991 by a small charity called Visual AIDS, based in New York. They wanted to find a symbol that would unite the many voices seeking a meaningful response to the AIDS epidemic.

Visual AIDS is made up of people involved in the arts who wanted to use their talents and resources to do something about AIDS. It was because of their connections to many celebrities that the Ribbon quickly appeared on television and at high profile events.



Darcey Bussell

Of course, most ribbon wearers aren't famous. In the UK the Ribbon was first worn by 70,000 pop fans at the Freddie Mercury Memorial concert at Wembley Stadium in April 1992. Her Royal Highness the Princess of Wales wore a Red Ribbon at the 1993 World AIDS Day Concert of Hope. Now people in the UK, Europe, America and throughout the world are wearing the Red Ribbon to show their support.

## What is the Red Ribbon?

**The Red Ribbon is an international symbol of AIDS awareness.**

### Care and concern

It is being worn by increasing numbers of people around the world to demonstrate their care and concern about HIV and AIDS: for those who are infected, for those who are ill for those who have died and for those who care for and support those directly affected.

### Hope

The Ribbon is intended to be a symbol of hope: that the search for a vaccine and cure to halt the suffering is successful and the quality of life improves for those living with the virus.

### Support

The Ribbon offers symbolic support: for those living with HIV, for the continuing education of those not infected, for maximum efforts to find effective treatments, cures or vaccines, and for those who have lost friends, family members or loved ones to AIDS.



**For further information about HIV and AIDS, ring the National AIDS Helpline on 0800 567123. All calls are free and confidential.**



An initiative by the HEA in support of WAD 94

Sponsored by The Health Education Authority.  
Organised by Clive Jennings Gallery Tel 071-629 3749

Paper for celebrity works, by John Purcell Paper



Adrian Wiszniewski

## The Imagination Gallery

South Crescent, 25 Store Street, (off Tottenham Court Road)  
London, WC1E 7BL

⊕ Goodge Street or Tottenham Court Road

**Thursday 1 December - Saturday 3 December**

**Opening Hours: 11.30am - 4.30pm**