(RED) Partners With Foursquare, Starbucks to Fight AIDS

June 4, 2012

(RED) has partnered with Foursquare, Starbucks, Penfolds and Bugaboo for its new "(RED)Rush to Zero" campaign, according to a (RED) statement. From June 1 to 10, for every "check-in" on Foursquare (a location-based social networking website for mobile devices) in the United States and Canada, Starbucks will donate one dollar to the Global Fund to Fight AIDS, Tuberculosis and Malaria. In addition, Bugaboo is donating one dollar, pound or euro to the Global Fund for each check-in at more than 25 retailers worldwide. Penfolds will contribute one dollar per check-in at Bonefish Grills in the United States. The initiative hopes to raise funding and awareness to reach the goal of an "AIDS-Free Generation" by 2015.

To read the (RED) statement, click here.

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http://beta.docker.realhealthmag.com/article/RED-AIDS-Starbucks-22481-7730