

February 2, 2018

THE BURG GETS CREATIVE FOR BLACK HIV/AIDS AWARENESS DAY WITH NO-COST ART SHOW, FEB. 7

CONTACT:

Audrey Stasko, Public Information Specialist
Florida Department of Health in Pinellas County
Audrey.Stasko@FLHealth.gov
(727) 824-6900 ext.4575 (media only)



To highlight National Black HIV/AIDS Awareness Day (NBHAAD), #The Burg Cares, a local HIV/AIDS social media campaign, is hosting a local art show on Feb. 7, at no-cost to the public. The event, **Creative Minds AIDS Awareness Art Show**, will feature art and photographic displays from local celebs in the black community from 7 PM to 10 PM at the Iberian Rooster, 475 Central Ave. in St. Petersburg. Metropolitan Charities will be on-site to provide no-cost HIV testing and education to attendees.

According to the Centers for Disease Control and Prevention (CDC), Blacks/African Americans are the racial/ethnic group most affected by HIV in the US. In 2015, African Americans accounted for 45% of HIV diagnoses, though they make up 12% of the US population.

#TheBurgCares campaign was launched in November 2017 through a Pinellas County Government grant and the Florida Department of Health in Pinellas County's (DOH-Pinellas) HIV/AIDS Program. The campaign focuses on St. Petersburg (commonly called "The Burg") with information about testing, PrEP, treatment and overcoming the HIV/AIDS stigma. #TheBurgCares is on Facebook, Twitter, Instagram and also targets high risk populations on select dating sites.

"We are always looking for new and innovative ways to educate the community about ways to prevent HIV, and engage those who are positive and encourage them that they can live long healthy lives," says DOH-Pinellas Disease Control Director Sharlene Edwards. "This campaign continues this work by bringing the message of prevention and care to social media reaching many in the south St. Pete area."

#TheBurgCares event will honor NBHAAD and provide an opportunity for the people of St. Petersburg to appreciate the art of getting educated, involved, tested and treated. Since 1999, NBHAAD has aimed to do just that. This February marks the 18th year for the national observance.

For more information about #TheBurgCares, like them on Facebook at www.facebook.com/TheBurgCares1/.

For more information about DOH-Pinellas, go to www.PinellasHealth.com or follow us on Twitter at [@HealthyPinellas](https://twitter.com/HealthyPinellas).

-end-

About the Florida Department of Health

The department, nationally accredited by the [Public Health Accreditation Board](#), works to protect, promote and improve the health of all people in Florida through integrated state, county and community efforts.

Follow us on Twitter at [@HealthyFla](#) and on [Facebook](#). For more information about the Florida Department of Health please visit www.FloridaHealth.gov.