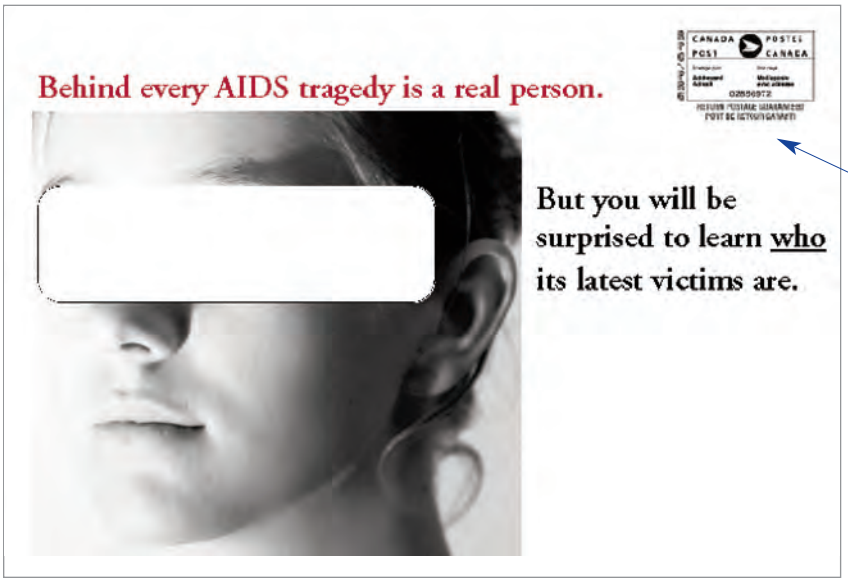


The envelope informed recipients that AIDS in Canada had changed. By blocking the eyes of the victims a sense of mystery and urgency was created.

NO HOLDS BARRED

This acquisition letter chided the target audience with a blunt message that informed that the new AIDS victims are getting younger and chastised them for not doing more to save them. As one copy line stated, "**We teach our little ones never to go with or accept candy from a stranger, but we don't know how to tell our teenagers about the dangers of unprotected sex.**" A LIFT NOTE from a teenager expressed in an very emotional way how her life was cut short by AIDS. The Result: They were equally dramatic. This package beat our existing control package created a year ago by almost 200% with a remarkable 26.4% response rate.

CANFAR The cure for AIDS is priceless.

Dear Mrs. Sample,

Children fill our lives with joy.

It's hard to describe the thrill when they first say 'mommy or daddy' or when they take their first baby steps.

We comfort them when they hurt. We kiss their scrapes when they fall. In turn they show us more than affection when they put their little arms around us and hug us tight.

We treasure things that belong to them, like their first baby teeth or pictures they have scribbled. We relish these precious memories.

As parents and grand parents, **we love our children, and it's a natural to be fearlessly protective of them.**

But then one day they grow up and have to test the water for themselves. And in this process they sometimes make fatal mistakes.

We teach our little ones never to go with or accept candy from a stranger, but we don't know how to tell our teenagers about the dangers of unprotected sex.

One of the most alarming misjudgments that our children are making today is ignoring that danger.

Today in Canada, one in five new HIV infections occurs in youth, 40% of whom are young wo

SO, WHEN DID WE STOP CARING

AIDS is more than just a prob
the world, it's also a problem rig
crisis is growing.

Today, almost 58,000 Canadian
with 4,000 new cases every year. I
dozen more Canadians become infect

The letter was from Valerie Pringle, a well recognized spokesperson for CANFAR

MY INTERVIEW WITH 'JANE DOE'

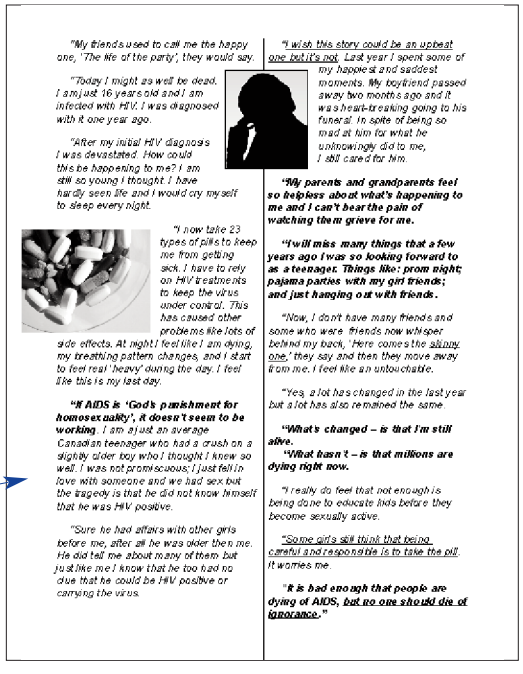
I have been around AIDS patients all my life. But nothing prepared me for what I heard from Jane Doe.

I won't use Jane's real name because she is still a minor but I want you to hear what she has to say because it's too important to be ignored.

So please read her story inside:

Lift note. (Front)

(Inside)



"My friends used to call me the happy one, 'The life of the party', they would say.

"Today I might as well be dead. I am just 16 years old and I am infected with HIV. I was diagnosed with it one year ago.

"After my initial HIV diagnosis I was devastated. How could this be happening to me? I am still so young I thought I have hardly seen life and I would cry myself to sleep every night.

"I now take 23 types of pills to keep me from getting sick. I have to rely on HIV treatments to keep the virus under control. This has caused other problems like lots of side effects. At night I feel like I am dying, my breathing pattern changes, and I start to feel real 'heavy' during the day. I feel like this is my last day.

"If AIDS is 'God's punishment for homosexuality', it doesn't seem to be working. *I am just an average Canadian teenager who had a crush on a slightly older boy who I thought I knew so well. I was not promiscuous; I just fell in love with someone and we had sex but the tragedy is that he did not know himself that he was HIV positive.*

"Sure he had affairs with other girls before me, after all he was older then me. He did tell me about many of them but just like me I know that he too had no clue that he could be HIV positive or carrying the virus.

"I wish this story could be an upbeat one but it's not. Last year I spent some of my happiest and saddest moments. My boyfriend passed away two months ago and it was heart-breaking going to his funeral. In spite of being so mad at him for what he unknowingly did to me, I still cared for him.

"My parents and grandparents feel so helpless about what's happening to me and I can't bear the pain of watching them grieve for me.

"I will miss many things that a few years ago I was so looking forward to as a teenager. Things like: prom night; pajama parties with my girl friends; and just hanging out with friends.

"Now, I don't have many friends and some who were friends now whisper behind my back, 'Here comes the skinny one,' they say and then they move away from me. I feel like an untouchable.

"Yes, a lot has changed in the last year but a lot has also remained the same.

"What's changed – is that I'm still alive.

"What hasn't – is that millions are dying right now.

"I really do feel that not enough is being done to educate kids before they become sexually active.

"Some girls still think that being careful and responsible is to take the pill. It worries me.

"It is bad enough that people are dying of AIDS, but no one should die of ignorance."