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news release

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FOR IMMEDIATE RELEASE

ONE Organizes April 10 Lazarus Sunday in Churches Nationwide

Day to focus on the “Lazarus Effect,” centers on prayer for those
living with HIV/AIDS

WASHINGTON, D.C., February 28, 2011 – ONE, the global grassroots advocacy and campaigning organization working to fight extreme poverty and preventable disease, is inviting churches nationwide to participate in Lazarus Sunday on April 10 in an effort to bring awareness of HIV/AIDS and the “Lazarus Effect.”

A term coined by medical professionals, government officials, business leaders and others, the “Lazarus Effect” refers to the 180-degree turn-around that individuals dying from AIDS experience when they are given access to anti-retroviral (ARV) treatments. Individual treatments cost about 40 cents a day and produce results within 40 days.

“Two ARV pills a day can literally restore life in a dying person,” said Rev. Adam Phillips, ONE’s faith relations manager. “In America, HIV/AIDS is a manageable disease because ARVs are readily available and affordable, but to an African who lives on less than \$1.25 a day, it can be a tragically different story.”

In 2002, only 50,000 people on the continent of Africa had access to ARVs. That number has jumped to nearly 4 million due to investments in programs such as the President’s Emergency Plan for AIDS Relief (PEPFAR) and the Global Fund to fight AIDS, TB and malaria. The U.S. has directly supported treatment for more than 3.2 million of these men, women and children.

Lazarus Sunday is an opportunity to pray for the continuation of such great efforts and the healing of those with HIV/AIDS. One key component available to participating churches is “The Lazarus Effect,” a 30-minute film produced by ONE’s sister organization (RED), in association with Anonymous Content and HBO. Directed by Lance Bangs and Executive Producer Spike Jones, the film documents the physical and emotional changes of several Africans who experienced the “Lazarus Effect” firsthand. The entire film can be viewed in high-definition at <http://www.youtube.com/joinred>.

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“As a pastor myself, I know how busy and crowded church calendars can get,” Phillips said. “There are so many needs facing each of us in these trying times. Our goal is to provide churches with simple resources to use on whatever level of engagement they would like. This could be anything from inserting information in their bulletin to devoting a sermon to this issue.”

Churches interested in participating on April 10 can sign up on the Lazarus Sunday website, <http://www.one.org/faith>, to receive various resources including worship guides; a 90-second Lazarus clip by (RED); a personal reflection on the “Lazarus Effect” by Princess Kasune Zulu of World Vision; “Amazing Grace” slides for worship; and bulletin inserts.

In addition, churches that sign up now will be invited to participate in an informational conference call with ONE on Tuesday, March 1 at 8 p.m. ET.

ONE is a grassroots advocacy and campaign organization backed by more than 2 million people. ONE fights extreme poverty and preventable disease, particularly in Africa, by raising public awareness and encouraging political leaders to support smart, effective policies and programs that save lives and improve futures. ONE has offices in Washington, D.C., London, Paris, Berlin, Brussels, Abuja and Johannesburg. For additional information about ONE, visit <http://www.one.org>.

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Note to Editors: For more information or to arrange an interview, please contact Kristin Cole or Lauren Williams via phone at 972.267.1111 or via e-mail at Kristin@alarryross.com. Additional information about Lazarus Sunday is available at www.one.org.