

loveLife, celebs join forces to spread self-love this Valentine's Day

Who said Valentine's Day is all about receiving gifts and having a partner to share it with? This Valentine's Day, loveLife - South Africa's largest HIV/Aids prevention programme for young people - together with some of the country's much-loved celebrities are starting a revolution. Their message to the youth is simple: love yourself this Valentine's Day - be your own Valentine!



"I 'dig' me" this Valentine's Day - will be the words on these role models' lips to remind young people they are special just the way they are and do not need someone else to define their worth. Popular house duo Liquideep, together with Isidingo actress Hlubi Mboya, 94.7 Highveld Stereo radio DJ and TV presenter Pabi Moloi, 5FM radio personality Mabale Moloi, model Stevel Marc as well as Yfm co-presenter and former loveLife groundBREAKER Bujy Bikwa are joining forces with loveLife to bolster young people's sense of identity.

The initiative feeds directly into the organisation's broader strategy that sees self-esteem and self-worth as necessary building blocks for creative, complete and connected youth who are able to navigate the social and structural factors that put them at risk of HIV infection.

Lending their time

Supporting loveLife's mission to fight HIV in South Africa through youth development, these local celebrities will lend their time and voices to Valentine's Day messages that will be available on loveLife's websites, social media platforms as well as the contributors' Facebook pages. Howzit MSN is also spreading the love by giving the organisation space to promote the campaign on its pages, which reach 3 million South Africans per month, in the run-up to Valentine's Day this year. "Howzit MSN is proud to associate itself with this campaign and help loveLife in their quest to bring a positive message to South Africa's youth," says senior editor Justin Zehmke.

"This is just a starting point," says loveLife national communications manager Esther Etkin.

"We are calling on all youth to post their own Valentine's Day messages - to themselves - on our Facebook page and specially created "I 'DIG' ME" group on Facebook to celebrate their uniqueness and recognise their worth this Valentine's Day."

Young people will also be able to download a customised loveLife logo to use as their profile picture or avatar in the lead up to and on Valentine's Day to show they're part of the movement of young South Africans making their move to an HIV-free future.

To post your own message, view celebrity clips and download an avatar to paste on your own profile or publicity purposes visit www.facebook.com/loveLifeNGO or go direct to the I 'DIG' ME group.

