



“Rock the Red Pump” Fact Sheet

What is the “Rock the Red Pump” campaign?

The “Rock the Red Pump” campaign is the signature campaign of The Red Pump Project, a nonprofit organization that raises awareness about the impact of HIV/AIDS on women and girls. The campaign encourages bloggers to make a fashionable statement by placing an official Red Pump badge or banner on their websites in the days leading up to National Women and Girls HIV/AIDS Awareness Day (NWGHAAD), which is March 10 every year.

On NWGHAAD, bloggers are asked to dedicate their blogposts to talking about the effect of HIV/AIDS on women. Ladies everywhere are also asked to “Rock red pumps” and put on their favorite pair of red shoes to represent the courage and strength of women affected by HIV/AIDS.

The inaugural “Rock the Red Pump” campaign was in March 2009, and over 125 blogs participated. Within two years, the campaign recorded unprecedented growth with more than 1,250 blogs demonstrating their support for the cause.

What is National Women and Girls HIV/AIDS Awareness Day?

National Women and Girls HIV/AIDS Awareness Day (NWGHAAD) is a nationwide observance that encourages people to take action in the fight against HIV/AIDS and raise awareness of its impact on women and girls. Recognized annually on March 10, it is coordinated by the Office on Women’s Health (OWH), within the Office of the Assistant Secretary for Health at the U.S. Department of Health and Human Services. It helps organizations across the country come together to offer support, encourage discussion, and teach women and girls about prevention of HIV, the importance of getting tested for HIV, and how to live with and manage HIV/AIDS.

Is The Red Pump Project affiliated with the Office of Women’s Health?

No, The Red Pump Project strongly supports the efforts of OWH surrounding NWGHAAD, but the organization is not an official partner of the Office of Women’s Health.

If I don’t have a blog, how else can I be involved with the “Rock the Red Pump” campaign?

There are many ways that you can support the “Rock the Red Pump” campaign without a blog.

- Talk to the women in your life about HIV/AIDS prevention. AIDS.gov is a great resource to learn

more about the disease.

- Participate in our #RedPumpDiaries Twitter discussions on a variety of important sexual health topics
- Snap a photo in your favorite pair of red shoes and share with us via Facebook, Twitter, and/or Tumblr
- Place a “Red Pump” badge on your Facebook page or as a cover or profile picture

Can I host a Red Pump event in my community?

“The Red Pump Project,” “Rock the Red Pump,” and all associated marks are trademarked and cannot be used without permission. Any event that plans to use the name, imagery, and/or logo of The Red Pump Project must receive written consent. To submit your event for consideration, please email events@redpump.org. Red Pump reserves the final right to withhold approval from events.

Who can I contact to arrange an interview or to feature The Red Pump Project in a news/blog story?

For all press/media inquiries, please email info@redpump.org.