

London, 19 March 2015



TINIE TEMPANH ANNOUNCED AS AMBASSADOR OF THE MTV STAYING ALIVE FOUNDATION



Multi-award-winning UK rapper Tinie Tempah to perform at MTV fundraising event 'Found' in London on 14 May

The **MTV Staying Alive Foundation**, MTV's organisation dedicated to stopping the spread of HIV/AIDS among young people, welcomes its newest celebrity ambassador, multi-award-winning English rapper, **Tinie Tempah**. As ambassador, Tinie will represent MTV Staying Alive on a global scale, acting as the spokesperson and face of the organization to help increase awareness of HIV/AIDS and raise funds for the benefit of young people around the world.

In his first duty as ambassador, Tinie is set to headline MTV Staying Alive's exclusive funding raising event, [Found](#) at London's Victoria House on May 14, 2015. He will also take part in MTV's forthcoming online and on-air HIV/AIDS awareness campaign, running from mid-2015 until World AIDS Day on 1 Dec 2015.

- *"If we're going to end HIV, then we need to raise awareness and get people talking. I think it's my duty, and the duty of other artists, to use their platform and their voice for social good. I can't wait to help MTV Staying Alive positively impact the lives of young people around world."* – Tinie Tempah
- *"We're thrilled to welcome Tinie into the MTV Staying Alive family. He is a trendsetting youth icon and a role model for millions of young people. MTV Staying Alive is not afraid to tackle subjects like sex and HIV, and with Tinie's support we hope to generate more global conversation and galvanize the global movement for the sexual and reproductive health rights of young people."* – Georgia Arnold, Executive Director, MTV Staying Alive Foundation, SVP Social Responsibility, Viacom International Media Networks

Tinie's support for MTV Staying Alive comes at a crucial time in the fight against HIV/AIDS, when millions of young people are at risk of infection and millions more face barriers to their sexual and reproductive health. Reports continue to laud the progress being made in the fight against HIV/AIDS, but data shows that young people are suffering more than ever. Between 2005 and 2012, HIV-related deaths among adolescents increased by [50%](#), while the global number

of HIV-related deaths fell by 30%. In 2012, [2.3 million](#) people became newly infected with HIV, [42%](#) of which were in young people aged 15–24 years.

Since 1998, the MTV Staying Alive Foundation has been working to raise awareness of HIV/AIDS. Its flagship media production, [Shuga](#), is a mass-media behaviour-change campaign. Credited with discovering Oscar-winning actress [Lupita Nyong'o](#), *Shuga* is broadcast on over 90 channels worldwide and has reached over 500 million people globally. In 2005, the Foundation started its international grants programme, providing start-up funding and training to young leaders around the world and empowering them to launch local HIV-prevention projects in their communities.

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About the MTV Staying Alive Foundation:

The MTV Staying Alive Foundation is an international content-producing and grant-giving organisation dedicated to stopping the spread of HIV among young people. The Foundation creates and distributes challenging and entertaining HIV-prevention content across MTV channels and with third-party broadcasters, while finding and funding young leaders who are tackling the HIV epidemic in their own communities. To date, MTV Staying Alive Foundation programming has reached 100% of the top 50 countries affected by HIV, and has awarded 500 grants in 66 countries around the world, distributing over \$5 million to grassroots HIV-prevention projects and directly benefitting 2.6 million young people. The MTV Staying Alive Foundation is registered as a UK charity and as a 501c3 charitable organisation in the US.

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About Tinie Tempah:

Tinie Tempah (Patrick Chukwuemeka Okogwu), 26, is an English Rapper, songwriter, record producer, composer, fashion designer, and businessman. He was signed to his current label, Parlophone, in 2009. His music career then sky-rocketed in 2010 with the release of 2 number-1 singles and his first album *Disc-Overy*. In 2011, he won two Brit Awards for Best Breakthrough Act and Best British Single. In November 2013, he released his second album, *Demonstration*. As a prominent figure in British fashion, Tinie was named Best Dressed Man in GQ's Men of the Year Awards 2012 and in 2015 was selected as the ambassador for the London Menswear Collection. Tinie also runs his own record label and fashion house, Disturbing London.

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