

A PSA written for project RED in order to raise awareness for AIDS and ways to support the continuous fight against AIDS by purchasing products that partner with the organization RED.

General idea: AIDS awareness

Call to Action: Buying RED products instead of other colors

Speakers: Miley Cyrus, Elton John, Rihanna, Bono (main man)

SCRIPT:

Over 1,000,000 people die from AIDS and HIV every year, and in some countries, it's the leading cause of death. The epidemic is closer to home than we may believe. As we find ourselves in the midst of the COVID-19 pandemic, we can't forget about an epidemic that our country has been facing for decades. Something as simple as adding a splash of red to your life can change the lives of others. (75 words)

Visuals: Blocks of text, after every sentence is said show a clip of a celebrity that has passed from AIDS wearing red performing or talking etc. There are four sentences in the script and each will be read by one of the celebrities listed, beginning with Miley Cryus (she is trending right now with her cover of "Heart of Glass" cover) and ending with Bono as he is the creator of the RED project. The PSA ends with a red screen and the (RED) logo in white font, at the bottom reads "purchase RED sponsored products, proceeds go towards the fight against HIV/AIDS."