



OPPORTUNITIES

Rude Aid

RUDE AID is the first project being undertaken by The Rude Foundation to raise the profile and provide a contemporary understanding of HIV/AIDS. The project is comprised of three mutually supporting parts: the Rude Aid Festival promoted by Kilimanjaro Live, utilising a major London venue, (supported by AEG); a television documentary; and the publication of two books. These will be linked through a PR, marketing and new media campaign that will contribute to a wider knowledge of HIV/AIDS today.

RUDE AID VIP TICKET INFO

- The Rude Aid Festival will take place in London in 2012
- This groundbreaking event's lineup will include several of the biggest most influential performers from the worlds of pop, rock, electronic and urban music to deliver an astonishing musical experience
- VIP Charity Tic package £500 per person, includes backstage pass, gourmet food and VIP "Pop Star" goody bag
- Choose you favourite artist for a personal VIP meet and greet session
- To reserve tickets (limited supply only) simply email vip@rudeaid.com
- In addition to the music on stage, there will be walkabout performances, comedy, circus acts, artistic performances, workshops, art exhibitions and installations, making full use of the venue including the official after party – all combining to make the festival a truly unique and inspiring occasion.

WITH YOUR HELP this will be a major fundraising event with proceeds going to UK HIV charities and the World Fund. Increasing people's awareness of HIV/AIDS is fundamental to preventing the spread of the disease. This belief is at the very core of **RUDE AID**, and we will deliver the message as far and as loud as we can.

For more information about partnership in this unique event, please contact Bruce on bruce@rudeaid.com or tel: 0207 733 0477
The Rude Foundation www.rudefoundation.org

WHAT WE ARE SEEKING

WE WANT TO MAXIMISE THE CHARITABLE VALUE OF THE RUDE AID FESTIVAL.

WHAT WE ARE OFFERING

YOU WILL ENJOY REAL BENEFITS

THIS MEANS COMPLIMENTARY VIP PASSES TO RUDE AID:

Packages include: Backstage passes, opportunity to meet the stars, complimentary meals and goody bags

For more information about the event itself, please visit the website www.rudeaid.com
Facebook/Twitter/YouTube/Soundcloud coming soon

TRUSTEES

Bruce Archangel

Bruce Archangel is a Grammy Award winning writer/ producer and award-winning festival organiser. He is at the cutting edge of music development and new audiences. The challenge of creating a sustainable message-through-music structure that supported the medical world in its efforts to communicate reliable information to new audiences was one with which he engaged without hesitation. The technology with which to communicate the message globally is a key part of what Bruce is interested in and brings to The Rude Foundation.

Professor Brian Gazzard

Professor Brian Gazzard is the technical advisor on HIV/AIDS and a trustee for The Rude Foundation.

Prof. Gazzard started the HIV unit at the Chelsea and Westminster Hospital and is now its Clinical Research Director. This is one of the largest clinical units in Europe concentrating its research mainly on new algorithms of care, immunological and oncological manifestations of HIV disease and antiretroviral therapy.

He qualified at Cambridge and received his MD from there in 1983. He was awarded the Department of Health prize for distinguished achievement in 2002 and is the chairman of the Expert Group Advising Chief Medical Officer of Health on matters relating to HIV disease.

Dame Carol Black

Dame Carol is the first National Director for Health and Work, is Chair of the Academy of Medical Royal Colleges and Chair of the Nuffield Trust.

Dame Carol was elected to the Council of Royal College of Physicians in 1996 and became Clinical Vice President in 1999. In 2002 she was President of the Royal College of Physicians; a post she stepped down from in July 2006. She is Chair of the UK Health Honours Committee, a member of the Council of the GMC and a member of the Board of the British Cardiovascular Society.

In addition, she is non-executive director of the NHS Institute for Innovation and Improvement and a member of the Board of Governors of the Health Foundation.

In 2002 Dame Carol was awarded the CBE for her work on systemic sclerosis and in 2005 was awarded the DBE for her services to medicine.

Professor Jane Anderson

Jane Anderson is Director of the Centre for the Study of Sexual Health and HIV, and Honorary Consultant at the Homerton University Hospital in London. Professor Anderson has particular clinical and research interests in HIV infection in migrant populations and in women and families. Her wide-ranging work engages with the current medical, social, ethical and legal challenges posed by HIV, with the determination that has developed from extensive clinical and research work undertaken, often with voluntary sector collaboration, in diverse communities in east London. Professor Anderson sits on the BHIVA Conferences and Guidelines Subcommittees.

Mark Nelson, M.A., M.B.B.S., M.R.C.P.

Dr. Nelson holds a significant number of impressive job titles at Chelsea and Westminster Hospital in London, the largest HIV-treatment center in northern Europe. Most notably, since 1994 he has been the hospital's Director of HIV Services, Deputy Director of Research and Director of HIV Clinical Trials Unit. As those titles would suggest, Dr. Nelson is heavily involved in clinical studies at Chelsea and Westminster; his HIV-related research has run the gamut, though his latest work tends to focus on antiretroviral therapies, treatment of HIV/hepatitis B coinfection and AIDS-related lymphoma. Dr. Nelson has authored or co-authored more than 50 published articles over the past two years.

In addition to his clinical duties, Dr. Nelson teaches undergraduates and graduates at Chelsea and Westminster Hospital, and has lectured extensively throughout the world at conferences and as an invited speaker.

Pete Waterman

Pete Waterman is pop. Born in 1947, his rise from a working class background in Coventry, to the establishment of his world-famous production company PWL, is a true rags-to-riches success story. He has been involved in the writing and/or production of over two hundred hit songs, including twenty two number-one records. Pete Waterman has been instrumental in the development of dozens of successful groups and solo artists, among them Rick Astley, Steps, Mel & Kim and Kylie Minogue. Amongst his many awards and accolades, Pete Waterman has been a winner of the British Phonographic Industry Award for Best British Producer and was awarded the O.B.E. in the 2005 Queen's New Years Honours List for his services to music as composer and producer. More recently, Pete was appointed Deputy Lieutenant of the County of Cheshire.

Professor David Cooper

Professor of Music & Technology, Dean of the Faculty of Performance, Visual Arts and Communications BA, Leeds, BA, Open, DPhil, York, FHEA, FRSA

David Cooper was brought up in Belfast where he studied at Belfast Royal Academy and the City of Belfast School of Music. He came to Leeds as an undergraduate student in 1975 and was awarded a first class degree in Music, studying composition with Alexander Goehr and Peter Paul Nash. He subsequently completed his doctorate at the University of York under the supervision of David Blake. He was appointed as a lecturer at the University of Leeds in 1988 and was promoted to a personal chair in Music and Technology in 2003. He was technical Director of the TLTP phase 2 Music Consortium Project (1993-6) and has sat on the AHRC and EPSRC peer-review colleges. His current role gives him responsibility for the management of the innovative multimedia faculty of Performance, Visual Arts and Communications of which Music is one of the five constituent Schools.

Mike Weatherly (MP for Hove and Portslade)

Mike was born in Clevedon, Somerset. He attended Kent College, Canterbury, and then South Bank University, London, where he was awarded a BA (Hons) in Business Studies.

In 1974, Mike moved to Brighton with his parents. His first job after university was at American Express in the Bank Reconciliations Department. He qualified as a Chartered Management Accountant and Chartered Marketer and went on to become Finance Director and part-owner of Newhaven-based Cash Bases. The company was awarded two Queen's Awards for Industry and was also Sussex Company of the Year in 1999.

In 2000, Mike was made Financial Controller of the Pete Waterman Group and in 2007 became Vice President (Europe) for the Motion Picture Licensing Company. He has used his extensive knowledge of creative industries in Parliament to support local talent and to campaign for the greater use of Brighton & Hove as a filming location. He regularly attends rock and heavy metal concerts – as far away as Brazil – and is well known for his 'House of Rock' show on Radio Reverb.

Mike stood as a Parliamentary Candidate in Barking in 2001 and then in Brighton Pavilion in 2005. In the interim, he served as a Councillor in Crawley from 2005-6, before being selected as Parliamentary Candidate for Hove and Portslade in 2006. He was elected in May 2010 with a majority of 1,868.

Mike is a committed community activist, and engaged in a wide range of initiatives across the city. Locally, he serves as a Patron of the Martlets Hospice and of the Sussex M.E. Society.