



PRESS KIT

Los Altos Rotary AIDS Project – Child AIDS Prevention

Los Altos Rotary AIDS Project, Inc., P.O. Box 794, Los Altos, CA 94023 www.rotaryaidsproject.org

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MEDIA RESOURCES

- a. DVD - "The Los Altos Story"
- b. Brochure - Child AIDS Prevention
- c. Magazine article – "Special Deliveries" from *The Rotarian* magazine, May 2012
- d. Newsletter – December 2013, Child AIDS Prevention
- e. YouTube – HIV Prevention & Care Workshop in Liberia, Jan 30-Feb. 3, 2012,
<http://youtu.be/2xAqp2ePpyl>
- f. NBC TV interview: Rich Casey on Comunidad del Valle show June 10, 2012
<http://www.youtube.com/watch?v=2YdTYods64I&feature=youtu.be>





1. Founding and Mission of the Los Altos Rotary AIDS Project

The Los Altos Rotary AIDS Project (LARAP) was founded in 1989 by members of the Rotary Club of Los Altos, California. Its goal is to engage Rotarians in the fight against HIV/AIDS through a variety of programs and projects that motivate others to:

- Change attitudes and behaviors
- Educate others about HIV/AIDS
- Support those afflicted with the disease
- Encourage Rotary involvement

The Los Altos Rotary AIDS Project is a 501 (c) 3 non-profit corporation organized under the laws of the State of California. Donations are tax deductible to the extent allowed by law.

The current initiative of LARAP is Child AIDS Prevention (CAP) in Africa. Its 2014 matching funds grant from The Rotary Foundation initiates a new collaborative effort linking the Los Altos Rotary AIDS Project with Save the Children, the leading independent organization for children in need in 120 countries,

The objective of Child AIDS Prevention: to raise funds for identification, education, counseling and treatment to prevent 350,000 infants in Africa from contracting HIV/AIDS.

Each year, over 2 million HIV-infected pregnant women give birth to 700,000 HIV-infected infants. This high infection rate is due in part to the hesitancy of women to be tested for HIV infection, as they fear the severe local stigma still associated with AIDS. Once identified as HIV-positive, the pregnant women and their newborn infants can receive inexpensive antiretroviral drugs to prevent 99% of HIV infections from being transmitted from mother to child. HIV infection of infants during the birthing process represents one of the cruelest and most tragic aspects of the HIV/AIDS epidemic. However, it's also one of the most preventable aspects of the AIDS epidemic.





2. Background: Child AIDS Prevention in Action

Los Altos, California, USA – Through 25 years, the Los Altos Rotary AIDS Project (LARAP) has developed varied programs to achieve their goals of changing attitudes and educating others about HIV/AIDS. Their initial project was creation and distribution of “The Los Altos Story”, a Peabody Award winning documentary about the medical and social challenges faced by three early AIDS victims and one courageous family’s support for their son. The next projects expanded two local educational community symposia on HIV/AIDS, raised funds to renovate an AIDS clinic in South Africa, and translated the Hesperian book “HIV, Health and Your Community” into several languages with free distribution abroad.

After 1990 the epicenter of the AIDS pandemic shifted to Sub-Saharan Africa where 70% of worldwide HIV infections now occur. The focus of recent LARAP initiatives has also shifted to Liberia, just emerging from 13 years of devastating civil war and ineligible for the President’s Emergency Plan for AIDS Relief (PEPFAR) funds. The volunteer members of LARAP have raised almost \$150,000 by presenting their projects to corporations, individual donors, Rotary District Governors, and many Rotary Clubs.

Collaboration with two specialized NGO’s and coordination between the Rotary Clubs of Los Altos, California and Sinkor, near the capital city of Monrovia in Liberia, have produced HIV/AIDS educational activities funded in part by three grants from The Rotary Foundation (TRF). In early 2011, the goal of LARAP’s first \$75,000 grant was to deliver medications, educate and test 3,000 Liberian women for their HIV status. The second project in January 2012, a Vocational Training Team grant for \$60,000, supported a weeklong seminar training 50 healthcare professionals of five Liberian clinics to identify and treat pregnant, HIV infected women. It was taught by the doctor who diagnosed the very first case of pediatric AIDS, Dr. Arthur Ammann of Global Strategies for HIV Prevention. This mission to save newborns is described in “Special Deliveries”, a feature article in **The Rotarian** magazine of May 2012, delivered to 1.2 million households.

Now, in its first collaboration with Save the Children, the leading independent organization for children in need in 120 countries, LARAP uses an April, 2014 Rotary grant for \$232,500 to extend similar training for healthcare workers in 23 more remote Liberian clinics with the goal of preventing all future newborn HIV infections in Liberia. Improving the lives of others through HIV/AIDS volunteer work at home and abroad is the central mission of the Los Altos Rotary AIDS Project.





3. Major Awards and Grants for the Los Altos Rotary AIDS Project

2011-2012 Carl G. Orne Award, the highest award in Rotary District 5170 which recognizes the individual who makes the greatest personal commitment to world peace and understanding, was presented to Rich Casey, President of the Los Altos Rotary AIDS Project.

The Dude Angius Award created and presented to Dushan "Dude" Angius by the Center for Disease Control and American Business & Labor Responds to AIDS. September, 2000.

Commendation from the U.S. Dept of Health and Human Services presented by Secretary of Health and Welfare Louis Sullivan to LARAP. March, 1992.

George F. Peabody Award for Broadcast Excellence awarded to "The Los Altos Story", making the Rotary Club of Los Altos the first service club to receive this broadcast award. May, 1991

ACE Award for Best Public Affairs Special presented by Cable TV for "The Los Altos Story". Feb. 1991.

Grant for \$192,500, a Global Grant from The Rotary Foundation to extend HIV/AIDS training to health care professionals in 23 Save the Children clinics of Liberia's northern and central counties. April, 2014.

Grant for \$60,000, a Vocational Training Team grant from The Rotary Foundation to train 50 health care professionals in Monrovia, Liberia, with computerized curriculum and flash drives to be used in distant health clinics lacking internet connections. Trainees learned to counsel women for HIV testing, recognize and diagnose HIV infection, and deliver antiretroviral medications. January, 2012.

Grant for \$75,000, a Humanitarian Grant from The Rotary Foundation to prevent the transmission of HIV from 300 infected Liberian mothers to their babies, to educate 3,000 women on avoiding HIV infection, and to test 3,000 women for their HIV status. December, 2010.





4. Projects Timeline

- December 4, 2014 – Twenty-fifth anniversary celebration of Los Altos Rotary AIDS Project services, scheduled to be held at Los Altos Golf and Country Club, California.
- April, 2014 – Third Rotary Foundation grant to train healthcare workers in 23 central and northern Liberia clinics, in collaboration with Save the Children.
- September 2012 - *Gentry* magazine's article "How to Save a Life" in the Philanthropy section features the Los Altos Rotary AIDS Project in Liberia.
- May 2012 – *The Rotarian* magazine's feature article "Special Deliveries" spotlights the Rotary Club of Los Altos' Vocational Training Team workshop for Child AIDS Prevention in Liberia.
- January 2012 – Second Rotary Foundation grant to train 50 healthcare workers in Liberia.
- October 2011 – WBUR-Boston radio interviews Rich Casey, President of LARAP, for its "Here & Now" program. Available online at www.wbur.org.
- Dec. 2010 – First Rotary Foundation grant to educate and test Liberian women for HIV status.
- 2009 Community Symposium and Benefit, the 20th anniversary event sponsored by LARAP, featuring Stephen Lewis, U.N. Special Envoy for HIV/AIDS in Africa 2001-06; Arthur Ammann, M.D, President of Global Strategies for HIV Prevention; Paul Volberding, M.D., Co-Director of UCSF-GIVI Center for AIDS Research.
- 2009 – Child AIDS Prevention project launched by LARAP.
- March 2002 – Inauguration of book distribution "HIV, Health and Your Community" with translations in 7 languages. (published by the Hesperian Foundation).
- Winter 2000 – Community AIDS Clinic in South Africa renovated by LARAP in a joint project with the Rotary Club of Sandown, South Africa.
- September 2000 - The US Centers for Disease Control create the Dude Angius Award in recognition of his far-reaching efforts.
- April 1994 – AIDS: The Community Challenge, symposium for business leaders and educators, sponsored by LARAP.
- June 1992 – Dude Angius presents "The Los Altos Story" as keynote address at the Rotary International Convention in Orlando, Florida.
- February & May 1991 - "The Los Altos Story" wins Cable TV's ACE Award for Best Public Affairs Special. Rotary Club of Los Altos becomes the first service club to receive the prestigious Peabody Award for broadcast excellence.
- Nov 1989 – Filming of "The Los Altos Story" begins. Written and directed by former NBC news correspondent Robin Young.
- July 1989 – Call to Action issued by Los Altos Rotary Club President Dude Angius after informing the Club that his son, Steve, had AIDS. Creation of Los Altos Rotary AIDS Project.





6. Making of "The Los Altos Story" (DVD enclosed)

In 1989 Robin Young, a former NBC news correspondent, wrote and directed "The Los Altos Story". Her moving film documents Dude and Barbara Angius' loving and courageous support of their son Steve, who was dying of AIDS. This, at a time when the public dared not even name the disease and generally shunned its victims. In 1991 Young was awarded Cable TV's ACE Award for the Best Public Affairs Special. It also made the Rotary Club of Los Altos the first service club ever to receive the prestigious George F. Peabody Award for broadcast excellence.

Later the same year, FOX Network broadcast "The Los Altos Story" with an introduction by Oscar-winning actor Richard Dreyfuss. Rotary International's Presidential Award of Honor followed, along with a commendation from the US Department of Health and Human Services. The US Centers for Disease Control created the Dude Angius Award in recognition of his far-reaching efforts.

Robin Young, as host of the daily news magazine radio show "Here and Now" on WBUR- Boston, invited Rich Casey, President of LARAP, to bring Child AIDS Prevention to her national audience. Their 30-minute interview was broadcast on October 31, 2011 and is available online at their website.

Robin Young radiates admiration for the Angius family and their courage. "Being involved with 'The Los Altos Story' is one of the great joys of my life. Coming into contact with can-do people like Dude and Barbara Angius and their fellow Rotarians was transforming. Knowing that their work will continue to exponentially change the lives of others, as the story is translated and transferred to new technology, making its way from the Rotary Club in California around the world, is a comfort beyond words."

The inspiration of "The Los Altos Story" is evident in the film "Philadelphia", a 1993 American drama and one of the first mainstream Hollywood films to acknowledge HIV/AIDS. It was directed by Jonathan Demme and stars Tom Hanks and Denzel Washington. As reported by "Entertainment Tonight", "The Los Altos Story" directly influenced Demme's film "Philadelphia". He has said that he borrowed elements of Dude and Barbara Angius' real life for the family of Tom Hanks' character. Hanks won the Academy's Oscar Award for Best Actor for his role in the film, while the song "Streets of Philadelphia" won an Oscar for Best Original Song.

At its presentation by Dude Angius as the keynote address at the Rotary International Convention of 1992, "The Los Altos Story" received a standing ovation. Copies have since been requested by hundreds of clubs, businesses and individuals in countries around the world.





7. Recent Media Coverage and Newsletters

TV and radio interviews with Rich Casey, President of Los Altos Rotary AIDS Project (LARAP):

June 10, 2012, NBC TV Comunidad del Valle show, now available on YouTube:

<http://www.youtube.com/watch?v=2YdTYods64I&feature=youtu.be>

June 17, KBAY 94.5/MIX 106.5 radio, May 4, 2012 KMVT, Mountain View, CA, now on YouTube.

"How to Save a Life" in the Philanthropy section of *Gentry* magazine, Sep. 2012

"Special Deliveries", by Stephen Yafa, *The Rotarian* magazine, May 2012, pp. 46-53 (enclosed)

"Global grant project educates, supports new mothers with HIV", *Rotary International News*, March 1, 2012, by Dan Nixon (online)

"Rotary AIDS Project founder shares his 'Los Altos Story for the first time'", *Los Altos Town Crier*, Dec. 7, 2011, by Editor Bruce Barton

LARAP newsletters available upon request

December, 2013 (enclosed) - Partnership with Save the Children

September, 2012 – Elizabeth Mulbah, Powerhouse for Child AIDS

March, 2012 - Workshop in Liberia

January 30, 2012 - Liberian workshop update

December, 2011 - Training Liberian healthcare workers

September, 2011 – Liberian hospital director visits Los Altos





8. Bio of Rich Casey, President of the Los Altos Rotary AIDS Project

Rich Casey, President of the Los Altos Rotary AIDS Project (LARAP) spent his 35-year career in the pharmaceutical and biotechnology industries and for eleven years was Chairman and CEO of Scios, a biotechnology company working in the areas of cardiovascular disease, inflammation and Alzheimer's Disease. Scios successfully developed Natrecor, a leading treatment for acute congestive heart failure in the United States and was sold to Johnson & Johnson in 2003. In September, 2013 he became CEO of Neutratus Pharmaceuticals.

Earlier in his career Rich worked in a variety of marketing, sales and general management positions at Eli Lilly, Syntex and Alza. He received both his BS degree in Chemistry and his MBA from Stanford University. He's been married to his wife, Shelley, for 38 years. They have two children, Robin (34) and Jake (28).





9. Contacts

Rich Casey, President of the Los Altos Rotary AIDS Project (LARAP)

Mobile tel: 650-743-1352

RLC73@aol.com

Marlene Cowan, Marketing/Public Relations and Newsletter Editor for LARAP

Mobile tel: 408-832-7858

marlenecowan@gmail.com

Lina Broydo, Public Relations for LARAP

Mobile tel: 650-255-1081

lina.star_pr@sbcglobal.net

