



NEWS RELEASE

Mondo Guerra and the Merck HIV Educational Campaign I Design Invite the Community to Pledge Action in Honor of World AIDS Day

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Every Pledge on ProjectIDesign.com Will Reveal a Piece of a New, Community-Created Design

To commemorate World AIDS Day 2013, Merck (NYSE: MRK), known as MSD outside the United States and Canada, is encouraging people impacted by HIV to take action with the educational HIV campaign, I Design. Starting today, visitors to www.ProjectIDesign.com can mark the day by making a pledge to learn more about HIV, educate someone else about the condition, or help themselves or a loved one manage their HIV care.

Each pledge will virtually reveal a portion of a specially-designed fashion item from I Design campaign spokesperson, fashion designer and Project Runway All Stars Season 1 winner Mondo Guerra. The community pledges will culminate in the unveiling of an exclusive fashion item on World AIDS Day, Sunday, December 1, 2013. This endeavor is in line with the goal of World AIDS Day: bring together people from around the world, raise awareness about HIV/AIDS and demonstrate international solidarity.

The one-of-a-kind fashion item is crafted from printed canvases created by the HIV Community during this year's United States Conference on AIDS (USCA 2013). It symbolizes the uniqueness of each person living with HIV. Individuality is a focus of the I Design campaign, which encourages people to talk with their doctors to "tailor" their HIV treatment plan.

“This year’s World AIDS Day creation, as part of the I Design campaign, is particularly special because the community has physically contributed to this piece and is going to unveil it one pledge at a time,” said Mondo Guerra. “I was inspired by the many touching stories that people living with HIV shared with me through the campaign over the course of this year. This piece reflects how we came together in support of this important cause.”

As a fashion designer, Mondo has a history of using his artistic skills as an advocate to raise HIV awareness. This includes his “positivity print” from Project Runway Season 8 and the I Design “individuality scarf”—a scarf that can be uniquely styled and worn in different ways by all people—that debuted at this year’s USCA.

Join the I Design campaign and make a pledge on this World AIDS Day at www.ProjectIDesign.com.

About I Design

I Design is a national HIV education campaign led by Merck, notable fashion designer Mondo Guerra and award-winning photographer Duane Cramer aimed at helping to empower people living with HIV to have open and meaningful discussions with their doctors about their treatment plan based on their medical and lifestyle needs.

To learn more about the campaign, visit www.ProjectIDesign.com where you can download a **conversation checklist**, which offers tips on how to engage in an open and honest dialogue with your doctor; design a digital textile illustrating your approach to managing HIV; and view videos and photos. To help you track and manage your health, there are the “My Health Matters” and “My Positive Agenda” mobile and desktop apps. These easy-to-use tools help you track the symptoms of your HIV, set up reminders to take your medications on time and keep a record of when you have taken them, which can serve to prompt you on important discussion points when you are with your doctor. For additional tips and to follow Merck, Mondo and Duane’s collaboration on I Design, join them on Twitter @Merck, @LoveMondoTrasho and @DuaneCramer.

About Merck

Today’s Merck is a global healthcare leader working to help the world be well. Merck is known as MSD outside the United States and Canada. Through our prescription medicines, vaccines, biologic therapies, and consumer care and animal health products, we work with customers and operate in more than 140 countries to deliver innovative health solutions. We also demonstrate our commitment to increasing access to healthcare through far-reaching policies, programs and partnerships. For more information, visit www.merck.com and connect with us on **Twitter**, **Facebook** and **YouTube**.

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Media Contacts:

Doris Li (Merck)

Kim Angelastro (Cohn & Wolfe)

O: (908) 423-6451

O: (212) 798-9740