

In 2002, 1,500 babies were born every day with HIV. Ten years later, that number was cut in half. The goal? To get that number close to zero. Mother-to-child transmission of HIV is preventable, and treatment costs as little as 20 cents a day.

Meet Mary from Maraigushu, Kenya. HIV positive since 2011, with three beautiful children — each born HIV free. Mary represents progress. Her battle is tough, but she's proof that the fight to eliminate AIDS is winnable.

Now we need to create more stories like Mary's. That means more access to medicine. Better education and infrastructure. And more Community Health Workers like Mary's friend Grace, who's on the ground in Mary's village, overseeing treatment, providing emotional support, and making a difference.

Many more still need help. That's why Bank of America has joined forces with (RED) to provide financial support to the The Global Fund. We now have a historic opportunity to seize upon new advances in treatment, invest more strategically, and engage the right people effectively in the fight against AIDS. (RED) has raised over 350 million dollars and impacted over 70 million people. But the work isn't done yet.

If we're going to make meaningful progress toward the end of AIDS, it's going to take all of us. So Bank of America, in partnership with (RED), invites you to join us in helping to deliver an AIDS free generation.

Mary's personal story is part of a bigger story.

The end of AIDS is in sight.

The treatment exists.

The moment is now.