



+ Adam reaches out to teens...

SKY TV's teen-sex web site features Positive Adam's story as part of their HIV awareness campaign; giving straight and gay teens a real look into the dangers of unsafe sex and HIV.



After **puffta.co.uk** released the results of its first gay teen sex survey in 2004, revealing that a massive 46% of gay teens are having regular unprotected sex, Adam got in touch to reveal his frank and honest diary of being HIV+.

Sky's *Reach for the Sky* editorial staff read the diary and thought 20 year old Adam's story would be an excellent addition to their 'Sorted Sex' area online at www.reachforthesky.co.uk which also accompanies a story from Lisa, a teenager living with her HIV positive mother.

Puffta launched www.positiveadam.co.uk Adam's own online diary covering everything from his seroconversion to visiting a HIV clinic. He also reveals his "counts" so his friends can monitor his health. Honest, touching and frank, the diary is uncensored and doesn't hold back any of the details.

Puffta Editor Simon Johnson says: 'The survey shows teens don't respond to moralising and scare-stories. We NEED frank discussion to make informed choices.'

+ Adam is certainly frank and informative, and may provide just the shock today's teens need to make them stop, think, and take along condoms to their next 'daisychain'.

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Note's to editors.

Puffta.co.uk: Puffta is a national web site aimed at gay teens. We're 6 years old this year! Oozing with style, puffta.co.uk packs in loads of gay teen features. The boys at puffta say it's like the girlie magazine SUGAR or 19, only its online and for gay boys". Puffta is gay teen owned, run by a dedicated team of gay boys, and is exclusively for gay teens.

YouthNet.org.uk: The first exclusively online charity, YouthNets purpose is to be a trusted source of information for all young adults, guiding and supporting young people, enabling them to make educated life choices, participate in society and achieve their ambitions. TheSite.org, continues to support young people as they develop into mature adults.

ReachfortheSky.co.uk: Sky's flagship initiative to support and inspire young people to achieve their potential. Sky is committed to the development of the UK's young people. Using the values at the heart of Sky's success - invention, challenge, creativity and entertainment - plus the appeal of the Sky brand, allows us to challenge young people to think about making more of their futures. Sky is also committed to making an impact in the community at a local and national level, focusing on a central theme of the Achievement Of Young People.