LaDeia Joyce of positivelyDEIA.com and CHOICES Join Forces to Fight HIV/AIDS in Memphis

positivelyDEIA and CHOICES present "STATUS 101: Know It, Speak It, Protect It" to mark National Black HIV/AIDS Awareness Day and stop the spread of the disease in Memphis.

MEMPHIS, Tenn. (PRWEB) February 01, 2018 -- Wednesday, February 7, 2018, marks the 18th year of the National Black HIV/AIDS Awareness Day - nationally recognized as a day of testing and treatment targeted toward Black and African American people living in the US. The occasion usually goes unacknowledged in the City of Memphis, but this year, positivelyDEIA and CHOICES will bring a change they hope has rippling effects.

This year, native Memphian LaDeia Joyce of positivelyDEIA.com is teaming up with CHOICES, Memphis' center for reproductive health, to host a one of a kind event. Taking place downtown at The Haven Memphis, "STATUS 101: Know It, Speak It, Protect It," is described as, "... a night of tapas and cocktails that is focused on education, prevention, and awareness surrounding HIV/AIDS." The target audience for the night's festivities is African American women, but all are invited and welcome to come.

According to the Centers for Disease Control and Prevention, nationally, African Americans are the racial/ethnic group most affected by HIV. They account for a higher proportion of new diagnoses, those living with HIV, and those diagnosed with AIDS. Though only 12% of the US population, they are 45% of HIV diagnoses.

One of the challenges toward overcoming the statistics noted above is the lack of awareness of one's HIV status. During "STATUS 101," CHOICES will be on hand providing free rapid testing with on-site results and links to care. "Arm yourself with information," says Joyce. "The more you know the better chance you stand of suppressing the virus through care and treatment. This is going to be a fun night," LaDeia continues, "I have found that if you can get the sistas on board, the world will be a better place."

Event sponsors include Ampro Industries, Inc., VtorVadge.com, CHOICES, positivelyDEIA, Team Facegyrl, MAC AIDS FUND, and Avlon. The event is free, but attendees are being asked to RSVP to STATUS101.eventbrite.com.

About positivelyDEIA
positivelyDeia serves as a platform to document the journey of LaDeia Joyce, an African American woman living with HIV. While there are millions living with HIV and AIDS in America, Joyce believes that African American women are one of the most underserved communities in regards to this epidemic. In her search for support groups within her community and religious organizations, she found very few options that reflected her own experiences.

LáDeia is a University of Memphis graduate, with a self-created dual degree in Communications and Music Industry Business. She has an MBA in Marketing from Strayer University and is a member of Zeta Phi Beta Sorority, Incorporated. Joyce has over fifteen years of industry experience specializing in promotions and experiential marketing. She has created local and national marketing experiential campaigns and worked with organizations such as Verizon, FedEx, and Coca-Cola.
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