

# MTV Asia, YouthAIDS and Lou Pearlman Join Hands with 8th Wonder of the World Concert Series

Contributed by Lou P Writer  
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PR Newswire

NEW YORK -- 8th Wonder of the World, a semi-annual concert series to benefit HIV/AIDS efforts will be hosted at the natural and man-made Wonders of the World, announced today that MTV Asia, YouthAIDS and entertainment mogul Lou Pearlman, have joined forces to raise international awareness for HIV/AIDS.

MTV Asia will broadcast the event to over 32 million of its viewers across the continent; YouthAIDS has been selected as one of the beneficiaries from funds raised. Lou Pearlman and his company Trans

Continental Records will help secure artists for the concert. The ten (10)part concert series is scheduled to take place bi-annually in exotic locations around the world, with the first concert on February 25, 2006 at the Taj Mahal in Agra, India.

MTV Asia will cover the kickoff event at the Taj Mahal, broadcasting to over 32 million viewers throughout Malaysia, Singapore, Indonesia, Philippines and Thailand. 8th Wonder of the World and MTV Asia will continue to secure media partnerships globally to expand the reach of the awareness campaign.

YouthAIDS, an HIV/AIDS education and prevention initiative of Population Service International, with its strong network of celebrities and entertainers, will encourage artists and youth ambassadors across the globe to participate. The organization will serve as one of the beneficiaries of funds raised from the concert series continuing the advancement and reach of their life saving messages, products and services.

"YouthAIDS is proud to participate in the first of several concerts with 8th Wonder of the World, targeting young people with life saving messages about HIV/AIDS awareness," said Kate Roberts, founder of YouthAIDS. "YouthAIDS engages media, entertainment and pop culture to educate millions of young people around the world. We are pleased to be one of the beneficiaries of funds raised from the 8th Wonder of the World Concert Series."

Entertainment mogul Lou Pearlman (N'Sync, Backstreet Boys, O-Town, LFO)will also assist in celebrity and artist involvement for the event,including already secured European phenomenon with the number one single in Germany, US%

100 percent of the net profits generated from the concert series will be donated to charity to assist children living or affected by HIV/AIDS. The virus is one of the most devastating health crises of the last half century. The most recent statistics estimate that 38 million people worldwide were infected with HIV. Approximately 17 million people with HIV are women and 2.1 million are children under age 15.

About 8th Wonder of the World LLC

The 8th Wonder of the World Concert Series is a semi-annual HIV/AIDS benefit that will be hosted at the natural and man-made Wonders of the World. These star studded events will feature top level international musical talent with the purpose of increasing world awareness for HIV/AIDS and raising funds for selected charities. Venues include: the Taj Mahal in Agra, India; the Forbidden City in Beijing; Christ the Redeemer in Rio de Janeiro, Brazil; the

Great Pyramid in Cairo, Egypt; Parthenon in Athens, Greece; St. Basil Red Square in Moscow, Russia; the Coliseum located in Rome, Italy; and the Eiffel Tower in Paris, France. For more information visit:<http://www.eighthwonderoftheworld.com>

About YouthAIDS

YouthAIDS, an HIV/AIDS education and prevention initiative of Population Service International (PSI), targets at risk youth between the ages of 15-24 with positive, upbeat messages. YouthAIDS uses media, pop culture, music, theatre and sport to reach 600 million young people, in more than 60 countries with life-saving messages, products, services and care. For more information

visit: <http://www.youthaids.org>

## About MTV ASIA

MTV is the world's largest television network and the leading multimedia brand for youth. It is also Asia's Most Watched Music Channel in Asia Pacific (PAX 2004), viewed by more young adults than any other music channel. In 2004, MTV was named 'World's Most Valuable Media Brand' for the fifth consecutive year, ranking in the top 50 of The World's Most Valuable Brands overall (research by Interbrand in cooperation with BusinessWeek). MTV Networks Asia

Pacific operates ten 24-hour programming services -- MTV Australia, MTV China, MTV India, MTV Indonesia, MTV Japan, MTV Korea, MTV Mandarin, MTV Philippines, MTV Southeast Asia and MTV Thailand. Including programming blocks in various parts of Asia, MTV has a combined distribution of more than 180 million homes. MTV Networks International reaches more than 400 million households in 166 territories.

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