

## PRESS RELEASE

**UNAIDS and Globo to launch new original series for internet on serodiscordant couples**

**Rio de Janeiro and Brasília, April 1<sup>st</sup>, 2016** – UNAIDS and Globo have partnered in Brazil to launch an original series for internet called [Eu Só Quero Amar](#) (All I Want is Love). The teen series is comprised of five episodes, with one launched each Saturday during April. It is a spin-off of the teen TV series *Malhação: Seu Lugar no Mundo* (Malhação: Your Place in the World), aired every weekday to an estimated daily audience 20 million people – formed mainly by pre-adolescents and their parents.

The new original web series will mix fiction and documentary elements to tell stories of young serodiscordant couples (when one is living with HIV and the other is not). It is a result of the partnership between the UNAIDS office in Brazil and Globo's Social Responsibility Area, which started in September 2015, with the launch of the PSA campaign [Viver Melhor](#) (Live Better).

The web series is focused on Henrique and Camila, the high-school couple played by young actors Thales Cavalcanti and Manuela Llerena. On the TV series, Henrique lives with HIV and Camila is his girlfriend. After overcoming many stigma and discrimination-related obstacles, the two have decided to fight for their relationship, facing up even a strong resistance from Camila's parents.

The aim of the web series is to reach a younger audience and deepen the debate on social life and relationships among serodiscordant couples, showcasing not only social challenges such as stigma and discrimination but also the possible horizons for those who want to enjoy a healthy and well-informed sexuality with their HIV-positive partners.

As part of the partnership with Globo, UNAIDS Brazil has positioned itself as key advisor for the TV series and its HIV/AIDS-related scenes. By supporting the author, screenwriters and producers in fine-tuning language and terminology, UNAIDS has also contributed by suggesting new topics, scenes and real stories that can add value to dialogues and characters.

"For the first time in the history of Brazilian television we are going beyond prevention, testing and treatment for HIV. We are also talking about sexuality, stigma and discrimination, and more importantly: directly to a young audience, who is the most affected in the country nowadays", says Georgiana Braga-Orillard, UNAIDS Country Director in Brazil. "We are very pleased that the author Emanuel Jacobina has started the debate and, together, we are getting deeper into such matters. The work developed with Gshow - the internet branch of Globo Network - in creating this series comes to crown this effort in a special way."

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SEN QUADRA 802  
CONJUNTO C LOTE 17  
ASA NORTE  
70800-400  
BRASILIA – DF BRASIL

+55 61 3038 9220  
+55 61 3038 9217

“Our strategy is to mobilize the country on issues of social relevance. Therefore, the partnership with UNAIDS is essential for us to send this message of respect, tolerance, enlightenment and harmony in the interaction between serodiscordant couples. And also to reach the greatest audience possible and contribute to positive behavioural changes”, says Bia Azeredo, Social Responsibility Director at Globo.

Inspired on the work of Emanuel Jacobina, author of this current season of the teen TV series, this online spin off has also counted on a special support of young actor, director and screenwriter Gabriel Estrela, one of Brazil’s most well-known youth leaders in advocacy for HIV/AIDS and also one of UNAIDS youth partners through his project called Boa Sorte (Good Luck).

Globo is the largest media group in Brazil and owner of one of the world’s most influent TV channels in terms of audience. Over 91 million people, just under half the country’s population, tune in to it every day. In recent years, Globo has started to invest in its internet branch - Gshow – through which original web series and spin-offs of its world famous soap operas are helping the channel to strengthen its outreach. The Facebook page of its teen series *Malhação: Seu Lugar no Mundo* alone has over 12 million followers.

#### **CONTACT**

UNAIDS Brazil: Daniel de Castro, tel. +55 61 3038 9221 | cel. +55 61 9304 2654 | [decastrod@unaids.org](mailto:decastrod@unaids.org)

#### **UNAIDS**

The Joint United Nations Programme on HIV/AIDS (UNAIDS) leads and inspires the world to achieve its shared vision of zero new HIV infections, zero discrimination and zero AIDS-related deaths. UNAIDS unites the efforts of 11 UN organizations—UNHCR, UNICEF, WFP, UNDP, UNFPA, UNODC, UN Women, ILO, UNESCO, WHO and the World Bank—and works closely with global and national partners towards ending the AIDS epidemic by 2030 as part of the Sustainable Development Goals. Learn more at [unaids.org.br](http://unaids.org.br) and connect with us on [Facebook](#), [Twitter](#) and [Instagram](#).