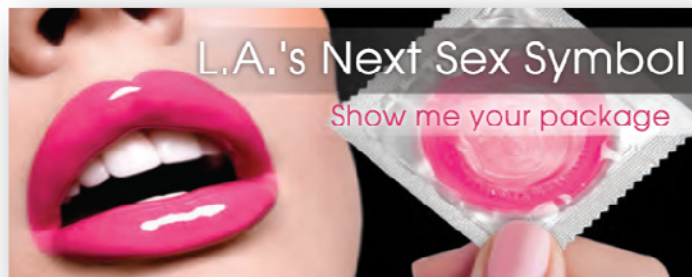


Contact: Calvin Fleming
(323) 972-8174
calvin@goodpr.com



FOR IMMEDIATE RELEASE

L.A.'S NEXT SEX SYMBOL AT THE DOWNTOWN LA ART WALK

**Attendees Encouraged to Design & Vote for the Official Los Angeles-Branded Condom;
Giant "Show Me Your Package" RV with Free Condoms, Big Stick Popsicles® & Bananas**

Los Angeles – June 12, 2012 – L.A.'s Next Sex Symbol is a condom! And the official Los Angeles Condom needs a new wrapper! To encourage art submissions into the condom wrapper design contest, the L.A.'s Next Sex Symbol contest will be parking its giant 40 ft. RV this Thursday, June 14 at the **I ART DTLA** urban shopping event at 324 Main Street. Downtown Art Walk attendees can paint, color or draw their condom wrapper designs on-site. Free condoms will be available as well as free popsicles and bananas (while supplies last). [Note to Editors: artwork of sample condom wrapper entries and of the giant RV are attached]

What do you think of when you think Los Angeles? Why not make that the design of the wrapper for the Los Angeles-branded condom? What type of design can help it represent Downtown L.A., South L.A., the Valley, the Eastside, the Westside, the Beach cities or your Los Angeles County neighborhood? Vote for your favorite design now and enter your own photo or design to ensure your neighborhood is represented at www.LAsexsymbol.com. **The deadline to enter the contest is June 17.**

L.A.'s Next Sex Symbol is Los Angeles County Department of Public Health's first-ever contest to design an official Los Angeles-branded condom wrapper. The top 10 wrapper designs will appear on one million and ONE condoms set for free distribution. Grand prize winner gets \$750 in gift cards and a Toshiba 19' LED TV with Built in DVD (valued at \$249.99). All nine runners up winners will each receive \$200 in miscellaneous gift cards. Prizes were donated.

You must be over 18 years old and are encouraged to submit a photo or artwork by June 17, 2012 at www.LAsexsymbol.com in order to enter the contest. The full list of rules & guidelines are available at the web site. For updates, follow the campaign on Facebook at www.facebook.com/LACondom.

The top 50 condom wrapper designs will be chosen by the Community Advisory Board. In addition, last week, Perez Hilton was announced as an official judge alongside Julia Allison, relationship expert & star of the new BRAVO show *Miss Advised*. Additional judges include Scott McPherson, creative director of The Advocate & HIV Plus Magazine & co-founder of The Stigma Project; Oriol Gutierrez, the editor of POZ Magazine; David Stern, the publisher of Frontiers Magazine; and Pepe Torres, publisher of Adelante Magazine.

From the top 50 designs, the public will be able to vote for the grand prize winner, runners-up and finalists. The winners will receive donated prizes and will be announced on June 27.

An estimated 2,000 new HIV infections occur annually in L.A. County. Last year, the Department reported more than 47,500 new cases of chlamydia, more than 9,500 new cases of gonorrhea and nearly 1,800 new cases of syphilis.

(MORE)

The campaign is being facilitated with help from L.A. County's condom wholesaler, ONE Condoms.

The LA Sex Symbol program is funded by the County of Los Angeles, Department of Public Health and the U.S. Centers for Disease Control and Prevention. This initiative is intended to increase condom use, drive awareness of HIV and STD prevention, and provide information about HIV/AIDS and STD treatment and care.

About Art Walk

The free, self-guided, public art phenomenon known as The Downtown Art Walk brings together art lovers and community friends to the ever evolving downtown Los Angeles. With exciting and unique offerings around every corner, downtown celebrates the arts each and every month on the 2nd Thursday. Many of The Downtown Art Walk activities take shape in and around the galleries predominantly on Spring and Main streets between 3rd and 8th streets. However, there is a plethora of art related events and openings, activities, and special programming that take place all over downtown. Visitors and local downtowners can often be found patronizing the outcropping of local shopping, dining and entertainment establishments that have created the thriving, vibrant community.

About ONE Condoms

ONE® brings a fresh perspective to sexual health through a fusion of advanced product design, manufacturing technology and social responsibility. The brand utilizes crowd-sourced designs, donates a portion of all sales to AIDS prevention programs at home and abroad and is a recognized leader in innovation. ONE® products are the leading choice for fashionable, socially conscious individuals who crave maximum pleasure. ONE® is available at select E-tailers and Costco.com, as well as at Walgreens retail locations. For a complete list of where ONE® is sold, visit www.onecondoms.com.

About L.A. County Department of Public Health

To learn more about Public Health and the work we do please visit www.publichealth.lacounty.gov, visit our YouTube channel at www.youtube.com/lapublichealth, find us on Facebook at www.facebook.com/lapublichealth, or follow us on Twitter: LAPublicHealth.

###



