Media release

Swiss Aids Care International renamed Ruedi Lüthy Foundation as of 1 July 2016

Bern, 21 June 2016 – **On 1 July 2016, Swiss Aids Care International will be renamed as the Ruedi Lüthy Foundation. While recognising the work of its founder, Prof. Ruedi Lüthy, this change also represents a promise to actively uphold his vision and ideals over the long term. The new name and visual identity underscore key elements for the foundation: personal commitment and a comprehensive approach to the treatment of HIV patients, coupled with solidarity and reliability.**

Aids pioneer Prof. Ruedi Lüthy, who set up the foundation, has been providing care for people with HIV and Aids in Zimbabwe for more than 13 years. Today he is Medical Director of Newlands Clinic in the capital Harare, which treats some 5,700 HIV patients from the poorest backgrounds and also offers ongoing training for local healthcare workers. Securing a lasting link to Ruedi Lüthy and the knowledge and outstanding commitment associated with his name is of great importance for the foundation.

Sabine Lüthy, Chief Executive of the foundation and Prof. Ruedi Lüthy's daughter, said: "Treating HIV is an undertaking that spans several generations. Our new name gives us a platform to continue our work over the long term, and represents a commitment to remain true to my father's visions and ideals." Zimbabwe is one of the countries hardest hit by the Aids pandemic: 1.6 million of its inhabitants are HIV-positive, an estimated one million children have been orphaned by the disease, and more than 40,000 people are still dying every year as a result of Aids.

Ruedi Lüthy Foundation – Act against Aids

In changing its name, the foundation is also adopting a new visual identity. Much has changed with regard to both information needs and communications with donors over the past decade. "Transparency and active communication regarding our work in Zimbabwe are very important for us. Our new communications set-up addresses these needs and the requirements of modern technology," said Sabine Lüthy. The new core message 'Act against Aids' has been deliberately chosen to deliver a clear and targeted focus, encompassing both

the foundation's activities and an appeal to long-standing supporters and potential new donors alike.

The new website will go live on 1 July 2016: www.ruedi-luethy-foundation.ch

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Images:

In the image gallery you will find photos of the work at the clinic (by Pia Zanetti / Patrick Rohr).

Swiss Aids Care International
The foundation Swiss Aids Care International was set up by Prof. Ruedi Lüthy in 2003. It operates the Newlands Clinic in Zimbabwe's capital, Harare, providing HIV and AIDS patients with medical treatment and psychosocial support. The Clinic also has an ongoing training programme for local doctors and nurses. Zimbabwe is one of the poorest countries in Africa. Around 1.6 million people there are HIV-positive or have already developed AIDS, many of them children. Through Newlands Clinic, Swiss Aids Care International now treats more than 5,700 patients and trains around 500 specialists from across Zimbabwe every year. It also distributes food, carries out gynaecological screening tests, and provides self-help groups for young people.
The foundation, which has its registered office in Bern, is mainly funded by donations and by contributions from the Swiss Agency for Development and Cooperation (SDC). Sabine Lüthy, Prof. Ruedi Lüthy's daughter, has been CEO of the foundation since 2012.
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