

1993

KIDS FOR KIDS

INVITATION



Pediatric AIDS Foundation

Condé Nast Publications

350 Madison Avenue

New York, NY 10017

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kid for KIDS

**The Pediatric AIDS Foundation
Inaugural New York Event**

**KIDS FOR KIDS
R.S.V.P.**

- ☐ YES, I/We would like to be an Angel\$100,000
(6 family tickets or 24 individual tickets, primary recognition in event program,
participation in press conference, and name listed in all printed materials)
- ☐ YES, I/We would like to be a Benefactor\$ 50,000
(4 family tickets or 16 individual tickets, recognition in event program
as Benefactor, and name listed in all printed materials)
- ☐ YES, I/We would like to be a Patron\$ 25,000
(3 family tickets or 12 individual tickets, recognition in event program
as Patron, name listed in all printed materials)
- ☐ YES, I/We would like to be a Sponsor\$ 15,000
(2 family tickets or 8 individual tickets, recognition in event program
as Sponsor, name listed in all printed materials)
- ☐ Please reserve ____ Family ticket(s)*\$ 1,000
- ☐ Please reserve ____ Individual ticket(s)*\$ 500
- ☐ I/We are unable to purchase any of the above, but wish to
contribute \$ _____
- ☐ Enclosed is my check in the amount of \$ _____

Please make checks payable to the Pediatric AIDS Foundation.
Contributions are tax deductible to the extent allowed by law.

Name _____
Address _____
City _____ State _____ Zip _____
Home phone _____ Business phone _____
Children's ages _____

* A limited number of family and individual tickets are available.
R.S.V.P.'s will be processed on a first-come, first-served basis.

For more information, please call Jane Ascheim at (212) 545-2690.

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P e d i a t r i c A I D S F o u n d a t i o n

Hope for Children with AIDS

July 15, 1994

Evelyn for file

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Support Program, National Institutes of
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Ms. Melanne Verveer
Deputy Chief of Staff to The First Lady
The White House
Old Executive Office Building
Room 100
Washington, D.C. 20500

Dear Melanne:

On behalf of everyone at the Pediatric AIDS Foundation, we are delighted that The First Lady has agreed to serve as our Honorary Chair for the Second Annual Pediatric AIDS Foundation KIDS FOR KIDS, and that she plans to attend the event with Elizabeth Glaser on September 25th in New York City.

At the instruction of Kathie Berlin, I have enclosed a draft of this year's invitation and have noted the pages where Mrs. Clinton's name is used. Additionally, I have included last year's invitation which will give you an idea of how this year's invitation should look once the graphics and art work have been finalized.

As we are on a tight print deadline, all invitation copy must be approved the week of July 18th. As Kathie is out of town next week, the approvals for Mrs. Clinton must go through my office. I can be reached at the Pediatric AIDS Foundation New York benefit office at tel: 212-545-2435 and fax: 212-545-2468.

Please let me know if you require additional information or if you have any questions. Many thanks for your attention to this matter. I look forward to speaking with you in the next day or two.

Kind regards,

Jeanne Judelson

Jeanne Judelson
Director
Pediatric AIDS Foundation
KIDS FOR KIDS

CO-FOUNDERS: Susan DeLaurentis/Elizabeth Glaser/Susan Zeegen
1311 Colorado Avenue, Santa Monica, California 90404
TEL: (310) 395-9051 FAX: (310) 395-5149

(INVITATION COVER)

The Pediatric AIDS Foundation

KIDS FOR KIDS (logo)

(INSIDE COVER)

Hope for children with AIDS

Ariel Glaser drawing (logo)

DATE: Sunday, September 25th, 1994

TIME: 3:00 pm to 6:00 pm

LOCATION: Industria Superstudio, 775 Washington Street

CHAIRS: Honorary Chair, FIRST LADY HILLARY RODHAM CLINTON;
Co-Chairs, ELIZABETH GLASER, DONNA KARAN, CHRIS AND
PAT RILEY, AND LIZ TILBERIS

The **Pediatric AIDS Foundation** and **Harper's Bazaar** invite you to the Second Annual **Pediatric AIDS Foundation KIDS FOR KIDS**, a most extraordinary Street Fair and Carnival in downtown New York City. Come and enjoy an unforgettable afternoon with your favorite celebrity Heroes to benefit the Pediatric AIDS Foundation. Sunday, September 25th, 1994, 3:00 pm to 6:00 pm, Industria Superstudio, 775 Washington Street (between Jane and West 12th Streets - entrance on Jane Street).

STREET FAIR - Hero Captain: Diane Von Furstenberg

First Lady Hillary Rodham Clinton will join celebrities, designers, television news broadcasters, and other Heroes manning carnival booths and hosting special games and activities for families and children of all ages, while jugglers, clowns and performance artists entertain...

Participating Heroes *

Willow Bay
Warren Beatty
Annette Bening
Ed Bradley
Tom Brokaw
Downtown Julie Brown
Phil Donahue
Anh Duong
Storm Field
Ethan Hawke
Carolina Herrera
Barry & CeCe Kieselstein-Cord
Matt Lauer
Fran Lebowitz
Isaac Mizrahi
Antonio Mora
Conan O'Brien
Todd Oldham
Stone Phillips
Tim Robbins
Al Roker
Susan Sarandon
Diane Sawyer
Brooke Shields
Marlo Thomas
Tatiana Von Furstenberg
Paula Zahn

* Committed at time of printing...many more surprises to come!

Sports - Captains: Pat and Chris Riley

Play ball!!!! Join your favorite sports Heroes of past and present and play slapshot hockey, triple play baseball, quarterback challenge, and basketball...

Participating Sports Heroes*

O.J. Anderson
Jarrod Bunch
Howard Cross
Donna De Varona
The New York Knicks
"Million Dollar Man" Ted DiBiase
Earl Monroe
Ahmad Rashad

*Committed at time of printing....more sports surprises to come!

Models: Model Captain - Sara Foley Anderson

Come and meet your favorite super models! Some of the world's most beautiful women will host games, pose for pictures and sign autographs at the Street Fair...

Participating model Heroes*

Lelani Bishop
Carla Bruni
Beverly Peele
Naomi Campbell
Cindy Crawford
Debbie Deitering
Meghan Douglas
Linda Evangelista
Frederique
Jill Goodacre
Claudia Mason
Kristen McMenamy
Elle McPherson
Kate Moss
Karen Mulder
Natane
Jaime Rishard
Christy Turlington
Vendela
Veronica Webb

* More models still to come!

ART - Co-Captains: Jennifer Bartlett & Robert Rosenblum

In the art studio, paint side-by-side with renowned New York artists to create wall size murals that will be donated to pediatric AIDS wards of New York area hospitals.....

Participating Artists*

Donald Baechler
Chuck Close
Robert Gober
Red Grooms
Jane Kaplowitz
Alex Katz
Julian Lethbridge
Elizabeth Murray
Ellen Phelan
Joel Shapiro
Philip Smith
Pat Steir
Frank Stella
Philip Taaffe
Rob Wynne

* Many more artists still to come.

Photography - Captain: Fabrizio Ferri

Pose with your family for a portrait to be taken at the event by a world famous photographer in a specially designed studio at Industria.

Participating Photographers*

Patrick Demarchelier
Arthur Elgort
Fabrizio Ferri
Timothy Greenfield Sanders
Ellen Von Unwerth
Bruce Weber

* For Angels, Benefactors, Patrons and Sponsors, this activity will be included. For all others, an additional \$250 will be charged. Please call Industria at 366-1114 to schedule an appointment. Requests will be handled on a first-come, first-serve basis.

(Please put below in small type-face)

PLEASE NOTE: For all photo session participants, in accordance with the new 1994 tax laws, you will receive notification by mail of the fair-market value of your portrait, which will not be tax-deductible.

FOOD - Captain: Brian McNally

Savor New York's finest cuisine at the Food Court, where an array of New York's best restaurants will provide a sampling of their specialties, particularly those that are appealing to children.

Participating Restaurants *

"44" (at the Royalton)
Arcadia
Arizona 206
Matthew's
Mesa Grill
Nosmo King
Sign of the Dove
TriBeCa Grill

Many more to come!!!

DANCE

(Exact structure still TBD)

Entertainment

(Still TBD)

Prizes - Captains: John and Dolores Eyler

Everyone's a winner! After you've demonstrated your skills at the carnival game booths, stop by our prize booth and take home one special prize for yourself...All additional prizes will be donated to children with HIV/AIDS...

Raffle - Captains: Bonnie and Gene Pressman, Bob and Holly Pressman

Enter the Barneys New York/Pediatric AIDS Foundation KIDS FOR KIDS Raffle. (wording still tbd).

Pediatric AIDS Foundation KIDS FOR KIDS Committee

Honorary Chair:

First Lady Hillary Rodham Clinton

Co-Chairs: Elizabeth Glaser, Donna Karan, Chris and Pat Riley, and Liz Tilberis

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Terry L. Lundgren

Special thanks to Fabrizio Ferri and Industria Superstudio for their generosity, Loews Corporation for graciously donating the Pediatric AIDS Foundation New York benefit office, and United Airlines, the official airline of the Pediatric AIDS Foundation.

THE PEDIATRIC AIDS FOUNDATION

The **Pediatric AIDS Foundation (PAF)**, co-founded by Susan DeLaurentis, Elizabeth Glaser and Susan Zeegen, is a national non-profit 501 (c)(3) organization confronting medical problems unique to children infected with HIV/AIDS. Many organizations are helping children survive on a day-to-day basis by raising money for food, medicine and lodging. PAF is the leading organization identifying and funding critically needed pediatric AIDS research. PAF's administration is provided by generous volunteers, as well as staff, committed to PAF's mission and growth. PAF's administrative overhead is currently less than 6%. The funds we distribute go directly to institutions, scientists and fellows around the country. We encourage creative thinking in an environment in which researchers collaborate to reach these goals.

PAF addresses these additional objectives: Providing help to hospitals around the country serving children with HIV/AIDS through our Emergency Assistance Program. Raising public awareness about pediatric AIDS issues, through our National Parent Education Program, public service announcements and our national profile. Encouraging students to enter the field of pediatric AIDS research through our Student Summer Intern Awards Program. Chairperson Elizabeth Glaser, Board of Directors: Peter Benzian, Susan DeLaurentis, Susan Zeegen, Lloyd S. Zeiderman. Honorary Co-Chairs: President and Mrs. Ronald Reagan. Executive Advisory Board: Mrs. William E. Brock, Bob Burkett, Alfred A. Checchi, Kathryn D. Checchi, Kitty Dukakis, Michael D. Eisner, Susie Field, Senator Paula Hawkins, Elton John, Michael S. Ovitz, Steven Spielberg, Jonathan M. Tisch, Alexander Vreeland, Mrs. Pete Wilson.

Times Publishing Company
St. Petersburg Times

February 16, 1993, Tuesday, City Edition

SECTION: TAMPA BAY AND STATE; Pg. 5B

DISTRIBUTION: TAMPA BAY AND STATE

LENGTH: 509 words

HEADLINE: Tune in to fight AIDS in children

BYLINE: STEVE PERSALL

BODY:

The Disney Channel delivers a late Valentine gift to all cable television viewers tonight - two days after the fact but not a moment too soon. It's joyous and heartfelt and it's For Our Children: The Concert to Benefit the Pediatric AIDS Foundation.

The Pediatric AIDS Foundation (PAF) was founded by Elizabeth Glaser, wife of actor/director Paul Michael Glaser (who played Starsky on the '70s detective show Starsky and Hutch). She has AIDS; she contracted the virus through a blood transfusion received while giving birth to her daughter. The tragedy soon multiplied: She passed the disease on to her baby through breast milk, and the little girl, Ariel, died of AIDS complications in 1991. The Glasers later learned their son has the HIV virus as well.

But Elizabeth Glaser, whose yearly medical treatments now cost \$ 40,000, fought back by creating the foundation for children with AIDS. Ariel's simple watercolor paintings of flowers became the symbol of PAF, and they decorate the jungle-gym stage for this uplifting TV special.

For Our Children is a two-hour lesson in compassion, aimed at kids and needed by anybody who misunderstands AIDS. There are no graphic medical descriptions, just an informed plea from concerned celebrities to care for HIV-positive patients, especially children.

Guest stars include Paula Abdul, Michael Bolton, Patti LaBelle, Kris Kross, Randy Newman and a dozen other acts. Rotating emcees include Neil Patrick Harris (Doogie Howser, M.D.), Kadeem Hardison (A Different World), Baby Sinclair (Dinosaurs) and Jason Priestley (Beverly Hills, 90210).

Proceeds from the concert will go toward the care and treatment of children

stricken by the disease. A toll-free telephone number - (800) 800-2900 - will be flashed on-screen throughout the special. Sales of a live album and an 85-minute video began this week.

Abdul kicks off the show, sitting in a tree singing Zip-A-Dee-Doo-Dah with a bright grin and garb that resembles the Cheshire Cat in Alice in Wonderland. Abdul leads children through a lively dance, umbrella in hand like Mary

(Hip-Hop) Poppins. The most exhilarating performance comes next, a Crossed-out Version of a Nursery Rhyme, compliments of adolescent rap stars Kris Kross. The sassy duo struts mightily, with updated Mother Goose tales and a "Boyz 'N' the Crib" style that makes you laugh out loud.

There are other surprises for music lovers. It's fun to hear mature performers like Newman, Melissa Etheridge and Shiela E. play around with kid tunes. Bobby McFerrin's Wizard Of Oz medley is delightful. Celine Dion sounds great singing Beauty and the Beast with a new partner, Maurice Davis, who could give Peabo Bryson a run for his royalties.

TELEVISION PREVIEW

For Our Children: The Concert to Benefit the Pediatric AIDS Foundation

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GRAPHIC: BLACK AND WHITE PHOTO, Disney Channel; PAULA ABDUL; ELIZABETH GLASER

LANGUAGE: ENGLISH

LOAD-DATE-MDC: February 23, 1993

Copyright 1993 The Times Mirror Company
Los Angeles Times

February 14, 1993, Sunday, Orange County Edition

SECTION: TV Times; Page 77; Television Desk

LENGTH: 946 words

HEADLINE: Q & A: ELIZABETH GLASER;
WITH A SONG IN HER HEART

BYLINE: By SUSAN KING, TIMES STAFF WRITER

BODY:

On Tuesday, the Disney Channel will air "For Our Children: The Concert," featuring such popular recording artists as Paula Abdul, Michael Bolton and Kris Kross performing classic Disney tunes. The concert was taped in September at the Universal Amphitheatre as a benefit for the Pediatric AIDS Foundation, a nonprofit organization confronting problems unique to children who have tested positive for HIV and those who have AIDS.

Jason Priestley, Mayim Bialik, Kadeem Hardison, Neil Patrick Harris, Mary Kate and Ashley Olsen and Baby Sinclair Dinosaur are the hosts.

The same day, Walt Disney Records will release the compact disc and audiocassette versions of the concert and Walt Disney Home Video offers the home video version. Disney's first benefit album, 1991's "For Our Children," has earned nearly \$3 million for Pediatric AIDS Foundation.

The foundation was founded five years ago by Elizabeth Glaser and her friends Susan DeLaurentis and Susan Zeegan. Glaser, the wife of actor-director Paul Michael Glaser ("Starsky and Hutch"), has been HIV-positive for 12 years. She received infected blood during a transfusion she received after giving birth to her daughter, Ariel. She passed the human-immunodeficiency virus to Ariel through her breast milk; Ariel died in 1988. The Glasers' now 8-year-old son, Jake, contracted the virus in Glaser's womb.

In July, Glaser made an impassioned speech on the need for AIDS research and funding at the Democratic National Convention. She spoke with Times Staff Writer Susan King about the benefit concert, the foundation and its work.

*

How did the Pediatric AIDS Foundation get involved with the Walt Disney Co.?

Well, (CEO) Michael Eisner is on our executive advisory board, so we have had this relationship with Disney ever since we began, in more low-profile ways. The (For Our Children) album actually had another home and then one of the people who had been working on it moved to Disney and the idea went with it. They were very welcoming. I think it found its perfect home at Disney. So after the first album was so successful, it was actually (producer) Dawn Steel's idea to mount a large concert. We realized we could do a concert and tape it and have an album and have a video as well.

*

There also will be a telethon while the concert airs on Disney?

There will be an 800 number at the bottom of the screen. But it won't be like a telethon. We won't have people manning phones, none of that telethon feeling. There is no big pitch for money, but we hope people will call in and contribute because that is important.

As the singers are introduced (in the concert), there are different famous people who weave the show together and they will often talk about (AIDS and HIV), how it is so important to reach out and be compassionate and how you can't get AIDS from being someone's friend or drinking from a water fountain or swimming with them or kissing them or hugging them or sharing food with them.

*

Besides funding research, part of the purpose of PFA is to educate children?

We have a parent-education program that was distributed this fall to every PTA in the country to educate parents on how to talk (to children). This is geared to preschool and elementary school children, the theory being that parents often don't talk about things because they don't know how to begin and they don't know what words to use if it is very complicated. So this allows them the opportunity to educate themselves through a meeting, hopefully, which is what we recommend at a community or school or a religious organization. (They also) have a video to refer to to see different ways to talk to different-age kids about HIV. We have always felt a very important part of the AIDS challenge is education because that will be what will lead to prevention.

The beginning of the education is with the parents. That is what we are saying, that the parents have to educate themselves. Once the parent is educated, they can effectively talk to their child about it, and until then they really can't. I think it is dangerous to rely on the schools to do all of the work. With AIDS, this has to be a team approach in home and school.

*
Your speech last summer about AIDS and HIV at the Democratic Convention was so moving. What type of response did you receive?

I think it sensitized a lot of people, not specifically to pediatric AIDS, because that wasn't the focus of my speech. The foundation itself didn't really benefit, but certainly a lot of people know now who I am, and certainly my opportunity to be working in Washington was directly related to my having the opportunity to speak at the convention.

*
What are you doing with the Clinton Administration in Washington, D.C.?

I am kind of giving informal advice on all different issues relating to AIDS. It is really exciting.

*
Do you think funding for AIDS research and prevention will change with the new Clinton Administration?

We have a great opportunity and we must make sure we use it well. So I am here right now to help make sure that happens.

I think (in the Reagan and Bush years) there was a great deal of denial about AIDS in our country and, for a long time, people were allowed to believe this wasn't their problem because that was the message being sent out. In fact, it was an incorrect message and a message that put everyone at risk, especially teen-agers because it is everyone's problem. We all have to pay attention to it. I think that politics got confused with health.

"For Our Children: The Concert" premieres Tuesday at 6 and 8 p.m. on the Disney Channel; it will repeat Saturday at 11 a.m. and Feb. 26 at 8 p.m.

GRAPHIC: Photo, COLOR, TEAM EFFORT: Pediatric AIDS Foundation founder Elizabeth Glaser and Jason Priestley, who helps host the Disney Channel fund-raiser "For Our Children: The Concert."

LANGUAGE: ENGLISH

Copyright 1992 The New York Times Company
The New York Times

November 13, 1992, Friday, Late Edition - Final

SECTION: Section B; Page 2; Column 5; Style Desk

LENGTH: 218 words

HEADLINE: CHRONICLE

BYLINE: By NADINE BROZAN

BODY:

It was not enough to appear before the nation at the Democratic National Convention talking about her personal odyssey with AIDS, ELIZABETH GLASER said yesterday. The effort must be ongoing.

"If you don't keep the issue in people's minds, they tend to forget, to go back to their lives, not to feel that they are in a crisis," she said. At the convention, Ms. Glaser, a founder of the Pediatric AIDS Foundation, told of how she had contracted H.I.V. through a blood transfusion during childbirth. She lost her daughter, Ariel, to AIDS in 1988 and transmitted the virus to her son, Jake, who is now 7 years old.

On Monday, Ms. Glaser, who lives in Santa Monica, Calif., will appear on "CBS This Morning" and will go to Times Square for the unveiling of a billboard for her foundation sponsored by Kenar, a fashion company. Then she will be the guest of honor at a luncheon at the Four Seasons to which ANNE SUTHERLAND FUCHS, publisher of Vogue magazine, has invited Donna Karan, Kelly Klein, Dr. Mathilde Krim and Judy Peabody, among others.

"We absolutely wanted to host a luncheon that will be full of the people who care and who hopefully can help her make a difference," Ms. Fuchs said. "She is such an important catalyst. Among Hollywood's names and faces, she is the brightest star."

GRAPHIC: Photo of Elizabeth Glaser

LANGUAGE: ENGLISH

LOAD-DATE-MDC: November 13, 1992

Copyright 1993 Gannett Company, Inc.
USA TODAY

March 17, 1993, Wednesday, FINAL EDITION

SECTION: NEWS; Pg. 9A

LENGTH: 337 words

HEADLINE: AIDS and children: Too quiet a tragedy // Glaser: 'Keep putting one foot in front of the other'

BYLINE: Sharon Shahid

BODY:

Elizabeth Glaser doesn't let up.

Four and a half years after she and her husband, actor/director Paul Michael Glaser, were forced to go public with their family's ordeal with AIDS, she continues to work tirelessly to educate the public about the disease's effect on children.

"You keep putting one foot in front of the other and know that you can't change your reality; you can only impact how you deal with it.

"It's not an easy life because no family dealing with AIDS has an easy life," she explains.

Glaser's story is well known:

In 1981, she was transfused with seven pints of HIV-contaminated blood during the birth of her daughter, Ariel. She unknowingly passed the virus on to her daughter through breast feeding, and subsequently passed it to her son three years after. It wasn't until Ariel became ill four years later and tested positive for the HIV virus that the Glasers were confronted with the full scope of the tragedy. Paul is uninfected.

Through the Pediatric AIDS Foundation, the organization she chairs and co-founded in 1989, a year after her daughter died, she's been able to make a difference.

The foundation focuses on finding effective remedies for the transmission of AIDS from mother to newborn, as well as identifying and funding critically needed pediatric AIDS research around the world.

"It's certainly optimistic for a new mother who has just found out that her young

child is infected to know that my son is 8 years old and doing well. Initially, people thought that all children with AIDS would die by the time they were 2. We know that's not the case anymore."

Glaser, who has "very few T-cells" but remains healthy, stresses that every day in her fight against pediatric AIDS is precious.

"I'm leading an active and productive life. I just think you have to keep fighting and not look at statistics. Our choice is to have a hopeful attitude and enjoy the part of our lives that we can control while we feel well which hopefully will be for a very long time."

GRAPHIC: PHOTO, b/w

LANGUAGE: ENGLISH

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St. Petersburg Times

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ELIZABETH GLASER

LANGUAGE: ENGLISH

LOAD-DATE-MDC: February 23, 1993

January 10, 1993, Sunday, 2 STAR Edition

SECTION: A; Pg. 6

LENGTH: 1653 words

HEADLINE: Women dying of AIDS at faster rate than men;
Female more at risk in heterosexual contact

BYLINE: MARY H. COOPER; Congressional Quarterly

BODY:

There was an air of electric expectancy at the Democratic National Convention last July as Elizabeth Glaser stepped to the podium.

Eleven years into the AIDS epidemic, it was the first time a national political party had given such visible attention to the problem of AIDS. Elizabeth Glaser has the AIDS virus.

Glaser stunned the raucous convention hall with her harrowing account of contracting human immunodeficiency virus, or HIV, through a transfusion of tainted blood following the birth of her daughter Ariel in 1981.

She told how she unknowingly passed the virus on to her nursing infant and then, three years later, to a son, Jake, who contracted HIV before birth. Ariel died in 1988 at age 7, and shortly afterward Glaser and two friends founded the Pediatric AIDS Foundation to fund research and increase awareness of the disease.

A month after Glaser's appearance in New York, Mary D. Fisher, the daughter of a prominent Republican fund-raiser, evoked similar emotions as she told her party's convention in Houston she had learned she was HIV-positive from a blood test. The divorced mother of two uninfected sons, Fisher had contracted the virus from her then-husband.

At a time when many Americans still identify AIDS as a disease of gay men, Elizabeth Glaser and Mary Fisher represent new faces of the spreading epidemic. During the first seven months of 1992, the World Health Organization (WHO) estimates that 1 million adults contracted HIV, almost half of them women. In the United States, women accounted for 25,947 cases, or 11 percent of all AIDS cases reported through September.

AIDS is claiming women faster than men today: During 1991, the number of

women with AIDS increased by 14.4 percent, compared with a 4.8 percent increase among men. And WHO warns that by the turn of the century more than half the world's new AIDS cases will be women.

In the United States, federal research and treatment efforts are beginning to respond to demands for greater recognition of the disease's spread among women.

The federal Centers for Disease Control and Prevention (CDC), which tracks epidemics, recently added three conditions – invasive cervical cancer, pulmonary tuberculosis and recurrent pneumonia – to the list of 23 that it uses to define the onset of AIDS. The change is expected to greatly increase the number of confirmed AIDS cases among women and make it easier for them to obtain treatment and disability benefits.

The growing incidence of AIDS among American women does not surprise scientists. "Worldwide, this is mainly a heterosexually transmitted disease, so women are clearly at risk," says Jonathan M. Mann, a professor of epidemiology at Harvard University's School of Public Health.

A decade ago, men probably accounted for two-thirds of the adults infected with HIV, WHO reports. The proportion was even higher in the United States, Europe and parts of Latin America, where homosexual transmission was the main way the virus spread.

The second most frequent route of transmission was needle-sharing among drug users. Because HIV is present in the blood, the virus can contaminate needles and syringes and infect any person who uses them without carefully cleaning them after each injection.

But heterosexual transmission of HIV, which occurs during intercourse, steadily increased in frequency over the decade. It is now clear that women are more vulnerable than men to HIV infection through heterosexual contact for two reasons. First, because most HIV-positive people now are men, women are more likely than men to encounter an infected sex partner.

Second, women are biologically more susceptible than men to infection through heterosexual intercourse because the virus enters the body more easily through mucosal tissues, such as the lining of the vagina, than through skin.

In Newark, N.J., fully 35 percent of the AIDS sufferers today are women, said Marion Banzhaf, coordinator of the New Jersey Women and AIDS Network. "We're already seeing here (in Newark) the prediction that by the year 2000 the number of men and women around the world infected with HIV will be equal."

The sudden onslaught of AIDS virus among women has left many sufferers without adequate care. Because health-care providers often fail to recognize the risk

of HIV outside the gay community, symptoms of infection that are identified readily in men pass untreated in women at early stages of the disease. That's when treatment with AZT and ddI, the two chief anti-HIV drugs, are most effective at delaying the course toward full-blown AIDS.

As more women contract HIV, so do more children. Most HIV-positive women are of childbearing age, and the virus can pass from mother to fetus before birth. About one infant in three who is born to an HIV-positive mother will also be infected.

In the United States, an estimated 20,000 children are now infected with the virus, and each year as many as 2,000 babies are born HIV-positive.

Although Elizabeth Glaser and Mary Fisher represent two new faces of HIV infection in the United States, they are far from typical. White, affluent women represent a small percentage of HIV-positive women. Most are black or Hispanic, and fully half are injection drug users.

Mann says the prevalence of HIV among these women in the United States is part of a global pattern.

"Women and children are the two groups that are most discriminated against around the world," he says. "Once one understands that the major condition that fuels the spread of the virus is discrimination against people who are marginalized or stigmatized or out of the mainstream, the increased vulnerability and risk to women becomes straightforward."

Prevention, of course, is the ultimate goal in the fight against AIDS. But it is also the most elusive because it entails changing personal behavior. Most educational programs focus on the need to use condoms to prevent the spread of HIV, but women find this problematical because men dislike using them.

"People's attitudes change slowly without really powerful leadership," says Glaser. "Not until people's lives are directly affected, and it's too late, do they start to pay attention. That's the tragedy of the human condition."

Trends in the spread of AIDS

AIDS has been spreading more rapidly as the years go by. From 1981 to 1989, the first 100,000 cases in the United States were reported to the Centers for Disease Control. From September 1989 through November 1991, a second 100,000 cases were reported. The second 100,000 cases showed a drop in the percentage because of homosexual and/or bisexual conduct and an increase in cases among women and intravenous drug users:

	First	Second.
	100,000	100,000.
	cases	cases.
By risk category		
Homosexual/bisexual contact		61.0
use	20.0	55.0. Injection drug
	24.0.	
Heterosexual contact	5.0	7.0
Transfusion	2.5	1.9
Other	11.5	12.1.
By sex		
Male	91.0	88.0
Female	9.0	12.0.
By race/ethnicity		
White	57.0	51.0
Black	27.0	31.0
Hispanic	15.0	17.0
Other	1.0	1.0.

How men and women get AIDS

A breakdown of exposures to AIDS by U.S. men and women:

Exposure	Total	Pct.
Males		
Sexual relations with men	136,912	65.

Injection drug use	41,631	20.
Sex with men and injected drugs	15,203	7
Heterosexual contact	5,983	3
Hemophilia/coagulation disorder	1,910	1
Blood transfusion/blood component or tissue contact		
	2,956	1
Other/undetermined	7,553	4.

Females

Injection drug use	12,844	50.
Heterosexual contact	9,238	36.
Blood transfusion/blood component or tissue contact		
	1,877	7
Hemophilia/coagulation disorder	43	1
Other/undetermined	1,945	7

Figures do not add to 100 percent due to rounding.

GRAPHIC: Graphs: 1. Trends in the spread of AIDS (text); 2. How men and women get AIDS (text); 2. Chronicle, Sources: Centers for Disease Control and Prevention, Congressional Quarterly

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BODY:

The latest messengers from the front lines of the AIDS epidemic are two white, attractive, well-to-do women who speak the language of privilege and family values.

In a summer of political mudslinging, they came to the political conventions with a common and compelling message on AIDS. Mary D. Fisher, 44, the mother of two sons, who was infected by her former husband, called on Republicans to set aside prejudice and politics and reach out to those ravaged by the virus. A few weeks earlier at the Democratic National Convention, Elizabeth Glaser deplored the crisis in caring for AIDS patients. Glaser, 44, wife of actor Paul Michael Glaser, contracted the virus from a blood transfusion. Her son is also infected, and a daughter died from the disease in 1988.

The testament of both women sounded an alert for many Americans who, even after 10 years and more than 200,000 cases, have ignored the epidemic as the province of "others" — gays, minorities and drug users — who swell the ranks of the disease.

"The messenger is as important as the message," said Jim Graham, executive director of the Whitman-Walker Clinic in Washington. "When a person comes forward whom everybody can identify with, it suddenly humanizes the whole process. The face we have of AIDS is the face of stereotypes. When we see Mary Fisher or Elizabeth Glaser, we have an understanding of what a leveler AIDS is."

Each time someone prominent goes public, the perception of the epidemic shifts. While Bob Hattoy, an environmentalist with the Clinton campaign who is gay, also addressed the Democratic convention about having AIDS, most of the public messengers have been unusual cases. They tend to be white and female. Most got the virus from transfusions, which is extremely rare.

Atypical patients can break through the wall of racism and bigotry that keeps "others" from being heard by middle America. "People will not listen to a gay man," said June E. Osborn, chairman of the National Commission on AIDS. "It's up to others to be messengers."

Ryan White, for example, the Indiana teenager with hemophilia who died in 1990, became the epidemic's symbol of innocence. With Belinda Mason, a Kentucky journalist and mother who died in 1991, the public saw that AIDS could happen to the girl next door.

Kimberly Bergalis, one of five patients who contracted the virus from a Florida dentist, became the epidemic's symbol of fear and rage as she blamed health officials for her disease.

Exceptions to this mold are tennis pro Arthur Ashe and basketball star Magic Johnson. Still both are married and do not represent gays. Like Ryan, Mason and Glaser, Ashe was infected through transfusions.

Johnson broke new ground when he said he contracted the virus from heterosexual promiscuity. He is also a symbol of living with AIDS. After all, he just won an Olympic gold medal.

Fisher broke new ground, too, when she described how she had been infected within marriage. Regardless of politics, Fisher's message hits home.

Those who work on AIDS see the epidemic as more than a disease. To many, it is a metaphor for the medical and social problems that wrack the country. "The only thing new is the virus," said Osborn. "The AIDS epidemic begs all the questions of our times — questions of justice, compassion, poverty and health."

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