

**For Immediate Release**

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**(RED) JOINS KELLOGG INNOVATION NETWORK AS VISION PARTNER  
FOR KIN GLOBAL 2009**

**COLLABORATION IS PART OF KIN'S EFFORTS TO ENGAGE IN BROADER  
PUBLIC DIALOGUE TOWARD BUILDING GLOBAL PROSPERITY**

CHICAGO, May 19 – The Kellogg Innovation Network (KIN) at Northwestern University's Kellogg School of Management announced today that (RED), which engages business and consumer power in an effort to help eliminate AIDS in Africa, has joined the KIN as a Vision Partner for KIN Global 2009.

(RED) will be a featured participant in the KIN's upcoming international summit on "Building Global Prosperity: Innovation and Action" June 1 to 3 at the Kellogg School. In addition, the KIN and (RED) are developing a program of collaborative activities which will include MBA student internships at (RED) in 2010.

The KIN provides a platform for a select group of global leaders in business, government, non-profit and academia to explore issues, share solutions and build paths toward sustainable development.

“The collaboration with (RED) reflects the goal of the Kellogg School of Management to help us redefine the role of leading business schools in the 21<sup>st</sup> century, moving beyond a limited notion of success to the more enlightened imperative of significance,” according to Kellogg School Dean Dipak C. Jain.

Since it was created in 2006, (RED) has generated more than \$130 million for the Global Fund ([www.theglobalfund.org](http://www.theglobalfund.org)) to invest in AIDS programs in Africa. One hundred percent of this money is put to work in Africa through Global Fund financed grants. (RED) funds are currently supporting grants in four countries -- Swaziland, Ghana, Rwanda and Lesotho -- and have impacted more than 4 million lives.

“We are pleased to join the KIN and one of the world’s leading business schools to advance the dialogue about new models and new ideas to help build global prosperity,” said Susan Smith Ellis, CEO of (RED). “As a leader in thinking about business innovation, the Kellogg School will be an invaluable resource in meeting some of the world’s most difficult challenges and, we hope, helping us reach our goal of eliminating AIDS in Africa.”

“While business schools traditionally have focused on training future business leaders and conducting research, the collaboration with (RED) is part of the KIN’s effort to expand the Kellogg School’s community and impact, enabling new collaborations between leaders across a range of sectors and geographies,” said Robert C. Wolcott, co-founder and executive director of the Kellogg Innovation Network. “There are few public/private collaborations as successful as (RED). At Kellogg, we hope to support their mission in every way possible and leverage their experience and insights across our global network.”

#### **About (RED) and (PRODUCT) RED**

(RED)’s primary objective is to engage the private sector in raising awareness and funds for the Global Fund, to help eliminate AIDS in Africa. Companies whose products take on the (PRODUCT) RED mark contribute a significant percentage of the sales or portion of the profits from that product to the Global Fund to finance AIDS programs in Africa, with an emphasis on the health of women and children. Current partners are: American Express (U.K. only), Apple, Converse, Gap, Emporio Armani, Hallmark, Dell, Windows and Starbucks. Since its launch in the Spring of 2006, more than \$130 million has been generated by (RED) for the Global Fund. (RED) money is at work in Swaziland, Rwanda, Ghana and Lesotho. For more information, visit <http://www.joinred.com>.

#### **About the Kellogg Innovation Network**

The Kellogg Innovation Network (KIN) is a unique, ongoing forum for select executives and innovators to meet and discuss internal and industry-wide challenges, business

growth and successful strategies, with thought leaders from the Kellogg School of Management and beyond. Founded in 2003 by Professors Mohan Sawhney and Robert C. Wolcott, the KIN directly informs faculty research by identifying and helping solve real-time challenges facing today's innovation leaders. The KIN's collaborative nature enables academics to define relevant and timely research problems based on insights from leaders across sectors and geographies.

### **About The Global Fund to Fight AIDS, Tuberculosis and Malaria**

Since its creation in 2002, the Global Fund has become the dominant financier of programs to fight AIDS, tuberculosis and malaria, with approved funding of US \$15 billion for programs in 140 countries. The Global Fund supports programs based on agreed performance targets and disburses money in response to proven results. So far, programs supported by the Global Fund have averted more than 2.5 million deaths by providing AIDS treatment for 2 million people, TB treatment for 4.6 million people, and by the distribution of 70 million insecticide-treated bed nets for the prevention of malaria worldwide. For more information visit [www.theglobalfund.org](http://www.theglobalfund.org).

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