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Bristol-Myers Squibb

"One Vision 2007" Competition Launches Today

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Paris (ots/PRNewswire) -

- Photographers From Across Europe Invited to Participate in Contest to Fight Stigma and Discrimination of HIV/AIDS Patients.

Bristol-Myers Squibb announced today - World AIDS Day - the launch of the fourth edition of the One Vision European photography competition, an initiative that is literally helping to change the image of HIV and AIDS across Europe.

"People are living longer with HIV/AIDS and overcoming burdens thanks to innovative medicines developed in the past two decades," says Michael Giordano, M.D., Executive Medical Director, Virology for Europe, Middle East and Africa for Bristol-Myers Squibb. "However, while the science is making significant progress, the social aspect of HIV/AIDS still must improve. This is why Bristol-Myers Squibb is committed to One Vision and joining the fight against stigma and discrimination against HIV/AIDS patients."

The theme for this year's One Vision competition is "Through the eyes of another". Photographs should explore how people living with HIV and people without HIV view each other. Winning photos will be shown across Europe as part of an overall program to raise awareness about how people with HIV and AIDS are bravely living their lives, despite the disease.

Due to its increasing success, the One Vision competition will this year extend to all European countries, whereas up to now only photographers from the EU were entitled to submit their photos.

- The first three editions of the One Vision competition have drawn an increasing number of quality images depicting the way people live with HIV and AIDS. In 2005, there were approximately 700 entries from 18 European countries. In 2006, over 1300 entries were received from 25 European countries.

And so, it is with a renewed hope in creativity that this year's panel of judges, chaired by photographer Robert Taylor, will once again make their selections. "The photographs chosen will best express the importance of perseverance and of living life to the fullest," said Robert Taylor. "We want to give everyone a clear vision of what living with HIV/AIDS can be like today."

One Vision is supported by associations of people living with HIV-AIDS in each participating country. As in previous years, all benefits collected through this initiative will be allocated locally to these associations.

Bristol-Myers Squibb is a global pharmaceutical and related health care products company whose mission is to extend and enhance human life.

Prizes

4 European prizes (EUR 5,000 first prize and EUR 2,000 second prize, professional and amateur categories) and national prizes in participating countries (EUR 1,000 each) will be awarded by a panel of judges chaired by Robert Taylor and including prominent photographers and of representatives of HIV/AIDS associations. A special European prize of 1,000EUR will be awarded by the medical community.

Procedure for the competition

Participants should visit the site www.onevision2007.org to fill

in an entry form. They can enter their photos by email or by mail.

Deadline for entries: March 15, 2007.

All information, the winning photos from preceding years, and the full regulations for the competition can be found on www.onevision2007.org

For further information on One Vision, please visit - www.onevision2007.org

Note to Editors:

A picture accompanying this release is available from the European Pressphoto Agency (EPA) at <http://www.epa-photos.com>

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