



Chip Arndt, Winner of CBS Reality Show “Amazing Race,” Partners with Hollywood Professionals to Raise Awareness of HIV/AIDS

Video is Part of Campaign to Raise \$100,000 for HIV / AIDS Research

Miami, FL, October 02, 2007 --(PR.com)-- Chip Arndt, who teamed with then husband Reichen Lehmkuhl to win the “Amazing Race 4.” has teamed up with Hollywood creative minds Luis Iga, Jorge Valdés-Iga, Eric Levine, Kyle Alvarez and Good-Cop Bad-Cop Productions to produce a music video for the YouTube generation. The video is an addition to Arndt's campaign, Chip's Personal Response to AIDS Across America (CPR to AAA), which may be found at www.myspace.com/chiparndt

CPR to AAA is the reality television star's effort to raise funds for those living with HIV/AIDS. His goal is to raise \$100,000 by December 1, 2007 for nine nonprofit organizations that help persons living with HIV/AIDS. Arndt completed his second AIDS ride from Gettysburg, Virginia to New York City September 28-September 30 and will appear as the Grand Marshal of the Washington, D.C. AIDS Walk on October 6. Arndt completed an AIDS walk and ride in Florida earlier this year.

Arndt, who has dedicated his time to entrepreneurship and charity since his appearance on “The Amazing Race,” explains, “There are 1.2 - 2 million Americans living with HIV/AIDS in the United States. My goal with this campaign is to help those organizations helping people with HIV/AIDS and to raise awareness among the youth. All donations are 100% tax deductible. The idea for the video came out of a collaborative effort when Luis and Jorge approached me and pitched the idea in June.”

Creative Director Luis Iga and Director Jorge Valdés-Iga learned about the campaign on the web at Arndt's MySpace page, www.myspace.com/chiparndt. “When we read about this great cause, we instantly had the idea to create an anti-viral viral video to raise youth awareness about HIV/AIDS. Naturally, we figured that the best forum in which to do so was YouTube,” says Iga. Despite the serious nature of CPR to AAA, the music video uses humor to appeal to its target audience. Frequent visitors to the popular video sharing website may recognize imitations of their favorite YouTube celebrities. “The idea was to impersonate the YouTube celebrities and to take advantage of their popularity to help spread the message and give a sense of humor to the video,” says Valdés-Iga

The video debuted on YouTube one week ago, and can be found at <http://www.youtube.com/watch?v=KG6RgVlk2b4>. To learn more about Arndt's campaign, or to make a donation, please visit <http://www.myspace.com/chiparndt>, or email Arndt at cpaaa@chiparndt.com.

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