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Go North East shows its support for World AIDS Day

Go North East, the region's largest bus company, is showing its support for World AIDS Day today (Tuesday 1st December) by encouraging team members to [Rock the Ribbon](#).

The day aims to raise awareness and fundraise for charities that support those with HIV and AIDS, as well as tackling the stigma and discrimination that people living with the virus continue to face.

Go North East's newly formed One Team GNE LGBTQ+ working group have chosen to mark the day by fundraising for the National AIDS Trust and

running activities to raise awareness.

Team members at Go North East have been invited to wear a red ribbon in return for a donation to the trust, which can be made [online](#) or by texting ROCKGNE and the amount they want to donate to 70085 (e.g. to donate £3, text: ROCKGNE 3 to 70085).

Go North East colleagues also marked the occasion with a socially distanced photoshoot, using its rainbow-liveried 'pride in transport' bus.

HIV facts posters have been displayed at depots, and two colleagues living with HIV have bravely chosen to anonymously share their stories of being diagnosed with HIV.

Martijn Gilbert, managing director at Go North East, said: "Today we're raising funds for the National AIDS Trust to help support those living with HIV and AIDS.

"Equally important, we're also raising awareness amongst colleagues of a disease that affects so many people, colleagues included, in order to break down some of the stigma around HIV.

"I'm exceptionally proud of how colleagues across the company have pulled together since the start of the pandemic, raising well over £10,000 for charities and local causes, and showing their willingness to support things like World AIDS Day.

"Please join us today in rocking the ribbon to help us do our bit for making life better for people living with HIV and AIDS."

To find out more about Go North East, visit www.gonortheast.co.uk and to donate visit bit.ly/wad-gne.

[Go North East website](#)