

PJIAE IS RED IN APRIL

Princess Juliana International Airport operating company (PJIAE) NV, is the [Red] Business in April 2008. Our company tagline is “To Love is To Care; To Care is to Be Aware”.

PJIAE is supporting the efforts by the HIV/AIDS Program Management Team of the Island Government of St. Maarten Sector Health Care Affairs, to increase awareness about the increasing threat of this disease. As such our company will be conducting several activities in the month of April to do our part. We will truly be a [Red] company this month. HIV/AIDS information pamphlets will be handed out to arriving passengers in the Immigration Hall, and in several locations throughout the terminal building banners will be placed.

PJIAE President drs. Eugene Holiday said supporting the [Red] Campaign fits within company strategies and principles. “Since HIV/AIDS was first recognized as a rapidly spreading pandemic, it has become a leading cause of death in our region; and since no nation or person is immune, it behooves everybody in St. Maarten to do all in their power to help increase awareness. We at PJIAE, are aware of our responsibility in our airport community in particular and the island in general, which is why we are “Going [Red]” this month,” he said.

About the [RED] campaign:

The Red Campaign was launched a few months ago by the HIV/AIDS Program Management Team of the Island Government of St. Maarten Sector Health Care Affairs, to foster and broaden private sector and community-based involvement in the island’s HIV/AIDS program, and to raise public awareness and provide education about the issues related to HIV/AIDS in St. Maarten. Under the theme “Talk Red,” the Campaign places the emphasis on encouraging dialogue in the community by involving primarily the private sector in outreach activities.