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Amida Care View Community Magazine Wins 2019 MarCom Award

New York, NY (December 16, 2019) - The Spring 2019 issue of Amida Care View magazine, entitled *At Risk*, is the winner of a 2019 Gold MarCom Award, administered by the Association of Marketing and Communication Professionals (AMCP). The special issue addresses sexual health and HIV prevention for those who need it most, specifically young gay and bisexual men of color, women of color, and transgender individuals.

The MarCom Awards honor excellence in marketing and communication while recognizing the creativity, hard work and generosity of industry professionals. Since its inception in 2004, MarCom has evolved into one of the largest, most respected creative competitions in the world. Judges are industry professionals who look for companies and individuals whose talents exceed a high standard of excellence and whose work serves as a benchmark for the industry. There were over 6,500 entries from 20 countries in the MarCom Awards 2019 competition.

At Risk: Addressing Sexual Health & HIV Prevention for Those Who Need It Most issue of the Amida Care View highlights the need to educate vulnerable communities — young gay and bisexual men of color, women of color, and transgender women of color — about HIV prevention methods such as pre-exposure prophylaxis (PrEP), post-exposure prophylaxis (PEP), and sexual health in general.

The Association of Marketing and Communication Professionals is an international organization that consists of several thousand creative professionals. The organization oversees awards and recognition programs, provides judges, and sets standards for excellence. As part of its mission, AMCP fosters and supports the efforts of creative professionals who contribute their unique talents to public service and charitable organizations.

Amida Care, the largest Medicaid Special Needs Health Plan in New York, serves 8,000 members living with or at elevated risk for HIV. Amida Care View is a bilingual (English/Spanish) member magazine, providing information on wide-ranging topics that help improve health, wellness, and quality of life. It also keeps members up-to-date on Amida Care activities and resources that are available to them.

Amida Care Inc. is a not-for-profit health plan that specializes in providing comprehensive health coverage and coordinated care to New Yorkers with complex conditions, including HIV and behavioral health disorders, and people who are of transgender experience or who are homeless (regardless of HIV status). Amida Care has a wide network of health care providers throughout New York City and is the largest Medicaid Special Needs Health Plan (SNP) in New York State. For more information, visit www.amidacareny.org.

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