BRT BUSINESS RESPONDS TO AIDS

STOPPING AIDS IS EVERYONE'S BUSINESS

BRTA. Social responsibility. Bottom line impact.

Join a cadre of businesses across the country forging new HIV prevention partnerships to create healthier workplaces and communities.

Benefits include:

- **Visibility** — leverage a national platform to showcase your efforts in addressing HIV in the workplace.
- **Productivity** — increase productivity by reducing direct costs associated with extended absence due to illness, turnover, recruitment, separation, and lost institutional knowledge.
- **Profitability** — garner respect and brand loyalty that can generate financial returns, align to stakeholder needs, and attract positive consumer responses.
- **Accessibility** — receive access to accurate, timely, and relevant HIV information, resources and peer-based technical assistance.
- **Connectivity** — link with a diverse network of like-minded businesses and stakeholders.

To learn more on how to strengthen your business and community through BRTA, email *BRTA@cdc.gov* or visit *http://www.cdc.gov/BRTA*.