

First Sidaction



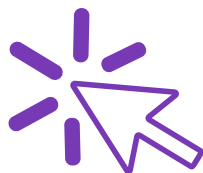
April 7, 1994

Sidaction refers both to a French association fighting against AIDS and HIV, founded in 1994, and to an annual audiovisual fundraising event for this association, which finances research programs and patient support and prevention associations equally, in France and abroad.

On April 7, 1994, the first Sidaction took place, broadcast simultaneously on seven television channels. Its success exceeded all expectations, both in terms of media impact and fundraising. For the first time in television history, the main French channels joined forces to offer a single program. Sidaction was born. The impact was considerable:

23 million viewers, 45 million euros raised, testimonies from people living with HIV and a strong mobilization of personalities from around the world, researchers, journalists and activists.

**For more information, click
here!**



Sources: <https://fr.wikipedia.org/wiki/Sidaction>