



Amsterdam, 20 January 2015

Letter of Recommendation AIDSmonument

Elsevier and Reed Elsevier Nederland are happy to become main sponsor of the AIDSmonument Amsterdam.

Reed Elsevier is a world leading provider of information solutions for professionals. We help scientists make new discoveries, lawyers win cases, doctors save lives, corporations build commercial relationships, insurance companies assess risk, and government and financial institutions detect fraud.

Reed Elsevier is committed to building a workforce that reflects the diversity of our customers and communities. We promote Employee Resource Groups which encourage diversity in any of our offices worldwide including Elsevier Women's Network, Elsevier Pride and Young Elsevier.

As part of our Corporate Responsibility, Reed Elsevier's community program RE Cares supports employee and corporate engagement that makes a positive impact on society through volunteering and giving. In Amsterdam, RE Cares activities range from reading support programs at local schools and a diverse range of charity fundraising initiatives. Recently, Elsevier's Women's Network and Elsevier Pride joined forces in a bake sale and Red Ribbon sale benefiting the AIDSmonument Amsterdam.

Since 1995, Elsevier has published over 110,000 articles on HIV/AIDS by more than 500,000 authors in 21 journals - be it a health, sociological or legal aspect – 6,513 articles thereof in *The Lancet*, one of the World's oldest and most prestigious medical journals. Joep Lange, virologist at the Academic Medical Center (AMC) and medical diplomat by heart, who died in the plane crash above Ukraine was on the frontier of the battle against the pandemic. In his first peer-reviewed publication in 1984 in *The Lancet*, Lange showed how clinicians were reaching for anything and everything to manage odd infectious diseases in homosexual men and Europeans from Central Africa. With an impressive record of over 480 publications, over a dozen being cited in more than 100 other research publications, he had a significant impact on the AIDS treatment we receive today.

By becoming one the main sponsors of the AIDSmonument Amsterdam, Reed Elsevier wants to remember those who have succumbed to the disease and honor all those who have contributed to fight the disease as well as discrimination and stigma: friends and family, buddy's, social workers, nurses, physicians and researchers. The sponsorship is designed to empower people that live with the virus and to strengthen HIV/AIDS prevention especially under young people.

We are happy that the AIDSmonument Amsterdam will be erected at a location on the banks of the IJ which is frequented by a diverse group of people from commuters to tourists and those who just want to enjoy the beautiful sight across the inlet. May our contribution make them pause, reflect and contemplate its message.

Adriaan Roosen
Head of House

Elsevier BV

Jans van der Woude
Director

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