

Bio for Kate Roberts:

Kate Roberts is the Founder of YouthAIDS and Five & Alive; two marketing initiatives implemented by Population Services International (PSI). She also serves as Vice President to PSI. Her journey with PSI began on August 2, 1999, when she was recruited as Director of Public Affairs. In 2001 Kate founded YouthAIDS, a global education and prevention initiative of PSI, that uses media, pop culture, music, theatre and sport to stop the spread of HIV/AIDS and reach 600 million young people in more than 60 countries with life-saving messages, products, services and care.

Kate has enlisted the support of top celebrities and donors such as YouthAIDS Global Ambassador, Ashley Judd, YouthAIDS ambassadors Wynonna Judd, Salma Hayek, Cindy Crawford, Bono and Ludacris among many others. Roberts has reached impressive professional heights through her work with YouthAIDS and PSI. In 2002 YouthAIDS organized a "Staying Alive" concert in conjunction with MTV to raise money and awareness. The concert a \$3 million production was broadcast in 170 countries worldwide and was featured on CNN and all major news channels. A feature article was written about her in the *Washington Post*, and she was named "Power Player of the week" on Fox News. In July 2006, Roberts was given the distinct honor of speaking at the Aspen Ideas Festival in Colorado along side panelists such as Queen Noor, Colin Powell and President Clinton and leading health officials. Roberts has recently been awarded the honor of "Young Global Leader of the World 2007" by The World Economic Forum that recognizes 250 global young leaders for their professional accomplishments, their commitment to society and their potential to contribute to the shaping of the future world.

This past year, Roberts launched a hugely successful cause marketing campaign with ALDO Shoes called "Hear No Evil, See No Evil, Speak No Evil" which has raised millions of dollars and reached 1.5 billion people in 25 countries. The campaign featured artists such as Christina Aguilera, Penelope Cruz, Charlise Theron, LL Cool J, Avril Levine and many other contemporary artists relevant to all genres.

Most recently Roberts has embarked on Five & Alive, a new project for PSI in hopes of raising funds and awareness for PSI's child survival programs. Five & Alive will strive to protect the lives of children five and under from preventable diseases.

Prior to her role at PSI, Roberts worked with Bates, Saatchi & Saatchi Advertising from 1995 to 1999. As Managing Director, Roberts established the promotion agency "141" in Russia, the Ukraine, and Romania, which provided integrated marketing communications for twenty-two clients and she oversaw operations for other Eastern European markets.

Kate worked for Independent Media in Moscow for a year as Marketing and Distribution Manager, launching Russian *Cosmopolitan Magazine* as well as acting as a Public Relations and Events Consultant for *The Moscow Times*.

Kate is originally from the United Kingdom where she graduated from Southport University of Art and Technology in England, with a City and Guilds in Hotel and Catering Management, starting her career with the prestigious hotel group Relais et Chateau. She speaks five languages, including Russian, Dutch, and Romanian. Kate is also an accomplished contemporary artist and interior designer.