



Africans in Partnership Against AIDS

The Muslim Girl's Project

**@ The Sound Heart Conference by
Khalid bin Al-Walid Mosque
International Centre
May 18th-19th, 2013**

On May 18th, 2013, Victoria Day long weekend; ProjectM was present in outreach capacity at the Sound Heart Conference held by Khalid bin Al-Walid Mosque. Hosting close to 1000 community members, we were very fortunate and appreciative of this outreach opportunity! It was an inaugural conference of this kind, and it was also our first public outreach attempt with this specific community! Audience members were majority of East African descent, perfectly capturing our intended audience! The community response was EXCELLENT—We reached close to 500 contacts, and the youth LOVED our campaigns. We were declared “best booth” by several youth and established key community connections! THANK YOU to the Conference coordinators for enabling this AMAZING outreach opportunity! ---- 5/13 ProjectM Coordinator

project funded by:

