

**16 September 2005**

### **HPA BACKS KEY 103 'SEX IN THE CITY' CAMPAIGN**

A major 'Sex in the City' campaign, targeting first year University students, is to be launched by top radio station Key 103 and Unisex Manchester, with support from the Health Protection Agency.

The joint initiative begins on Monday September 19th with special sexual health reports on the station's news bulletins supported by talk-ups by presenters.

Key 103 will distribute more than 30,000 Shag Bags to students at Manchester university, Manchester Metropolitan University and Salford University.

The bags contain a special 16-page 'Nookie Book' written by Unisex and designed by Key 103. It explores the increasing problems connected with sexually transmitted infection and provides advice and important medical contacts.

Last year's campaign was a major success and Key 103 was nominated a bronze Sony award and praise from the Health Protection Agency and an Emap Award nomination.

John Pickford, Head of News at the station, said: ' This year's campaign is even bigger than the one we launched last year. For example, we have doubled the number of Shag Bags and we are confident the message will really get home to vulnerable students during Freshers Week.'

Dr. Lorraine Lighton, Consultant in Health Protection with the HPA's Greater Manchester Health Protection Unit, said: "We are delighted to support an initiative that encourages young people to really think about their sex lives and to make healthy choices.

"The campaign was a great success last year and we congratulate Key 103 for running it again and on an even bigger scale. We know from the response we received last year that the initiative really does reach students and help them to access the information and advice they need to make informed choices."

**Ends**

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