



Lifebeat Is Now a Program of the Elizabeth Taylor AIDS Foundation

ETAF's New York Dinner celebrated the music-industry HIV program Lifebeat and honored Live Nation's Arthur Fogel. Plus: Rosie Perez and Dominique Jackson!

May 10, 2024 By [Trent Straube](#)

Music was the message at the [Elizabeth Taylor AIDS Foundation's \(ETAF\)](#) second annual New York Dinner, held May 8 at the legendary Rainbow Room at Rockefeller Plaza. The event honored Arthur Fogel, who heads global touring and concerts at Live Nation Entertainment, and marked the relaunch of Lifebeat as an [HIV](#) program of ETAF.

On May 8th we held the second annual Elizabeth Taylor AIDS Foundation New York Dinner at the Rainbow Room at Rockefeller...

Posted by [The Elizabeth Taylor AIDS Foundation](#)
on [Friday, May 10, 2024](#)

Founded in 1992 as Lifebeat—The Music Industry Fights AIDS, the nonprofit reached young people and raised awareness about HIV and safer sex through music events, fundraisers, public service announcements, digital programs and more.

In December 2023, ETAF announced that Lifebeat would become a program of the foundation.

Actress Rosie Perez presented Fogel with the special Lifebeat tribute. Model, actress and author Dominique Jackson hosted the evening, which featured a musical performance by Talia Rae and was presented by sponsor Gilead Sciences.

“Arthur Fogel is no stranger to orchestrating unforgettable experiences, having helped to mastermind awe-inspiring tours for artists such as Beyoncé, U2, Sting, Lady Gaga and Madonna.

However, tonight, we spotlight Arthur for his dedication to the fight against AIDS, particularly through his steadfast support of Lifebeat—acting on their board for a period of time and supporting financially in various ways,” said Alex Kalomparis, Gilead’s senior vice president of public affairs, in an ETAF press release. “In honoring Arthur Fogel, we not only celebrate his remarkable achievements but also acknowledge his impact on the journey toward eradicating AIDS.”

“I hope that tonight has delivered some meaningful financial support to the foundation [and to] Lifebeat programs going forward,” added Fogel.

[ElizabethTaylorAIDSFoundation.org](https://www.eltaf.org) describes Lifebeat as follows:

On the ground at major tours, special events and festivals, and within broadcast, digital, social, and print campaigns, we engage at-risk youths about safe sex, HIV prevention, and the services that support them regardless of status, gender, or sexuality.

And it [relates Lifebeat’s history](#):

Since 1992, Lifebeat has harnessed the power of the music and entertainment industry to promote sexual health awareness and safety, collaborating with the music industry’s most influential and engaging artists, tours, and venues to connect with concertgoers at live music events across the country. Through celebrity PSAs and digital networks, Lifebeat has provided information on sexual safety to a global audience.

Lifebeat artist partnerships, and partner sexual health service organizations have been on the front lines, providing hundreds of thousands of at-risk youths with vital prevention and health service information at concert venues, music festivals and clubs throughout North America.

In related news, [Magic Johnson and his wife Cookie were honored at the Elizabeth Taylor AIDS Foundation’s annual ball](#) in September. In addition, ETAF collaborates with The Sero Project and others for the annual [HIV Is Not a Crime Awareness Day](#) (#HINACDay; #HIVIsNotACrime), which is marked February 28.

© 2024 Smart + Strong All Rights Reserved.

<https://www.poz.com/article/lifebeat-now-program-elizabeth-taylor-aids-foundation>