



A New Home for Lifebeat

The program is now part of the Elizabeth Taylor AIDS Foundation.

June 24, 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.

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

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

[ElizabethTaylorAIDSFoundation.org](https://www.ElizabethTaylorAIDSFoundation.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.”

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

“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.

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