

Apple teams up with (RED) to fight AIDS

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Apple on Monday teamed up with the (RED) campaign, founded by U2 singer Bono, to raise money to fight AIDS.

The move came as the California-based maker of iPhones, iPads, iPods and Macintosh computers shows deeper support for social and environmental causes under the leadership of chief executive Tim Cook.

It also comes as Silicon Valley technology titans use their smarts, resources and cash to help tackle global woes including Ebola, climate change and overfishing of the seas.

Apple launched a version of its App Store featuring exclusive (RED)-branded content, with all money from sales to be donated to the Global Fund to fight AIDS.

The (RED) App Store will be open through December 7.

"Apple is a proud supporter of (RED) because we believe that the gift of life is the most important gift anyone can give," Cook said in a release.

"For eight years, our customers have been helping fight AIDS in Africa by funding life-saving treatments which are having a profoundly positive impact."

Applications in the (RED) App Store include versions of games Angry Birds, Clash of Clans, Farmville, FIFA 15 and Kim Kardashian Hollywood.

Apple also said that on World AIDS Day, held on December 1, the company will donate a portion of every sale at its real-world and online shops to the Global Fund.

On Friday, the company will begin rewarding some purchasers of its products in the United States with special edition (RED) gift cards, with money donated to the Global Fund for each card distributed.

This is the biggest push yet by Apple to raise money for the cause, according to Cook.

"Apple isn't just in the fight to end AIDS," said Bono, who started the Product (RED) campaign in 2006 to raise money to battle HIV/AIDS.

"They are setting a new bar for business, giving \$75 million and counting to the Global Fund as part of their partnership with (RED). I couldn't be prouder to work with them."

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