

Apple announces (PRODUCT)RED iPhone 8 and 8 Plus models to help combat AIDS

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Apple announced red versions of the iPhone 8 and iPhone 8 Plus, special edition models that will be available for pre-order online on Tuesday and in stores on Friday. The red 8 and 8 Plus start at \$699 and \$799, respectively for the 64GB model, and climb to \$849 and \$949, for 256GB. Those are the same prices as Apple charges for iPhone 8s and 8 Plus's in other colors.

These latest handsets are part of Apple's longstanding practice of selling (PRODUCT)RED iPhones and other Apple devices and accessories to help combat AIDS. A portion of the proceeds will be donated to Global Fund HIV/AIDS grants which, Apple says, will provide testing, counseling, treatment and prevention programs with a specific focus on eliminating transmission of the virus from mothers to their babies.

Apple has been a RED partner since 2006, during which it has donated more than \$160 million to Global Fund, making it the largest corporate donor.

A little more than a year ago, Apple brought out RED iPhone 7 and iPhone 7 Plus models, which while no longer sold directly by the company may be found via other online outlets.

The new red iPhones will be enclosed in glass, with a matching aluminum band, and—in a departure from last year's red models—a black front. In terms of features and specs, they are otherwise identical to the iPhone 8 and 8 Plus models sold in the current finishes of gold,

silver and space gray.

Moreover, while Apple did not unveil a special edition (PRODUCT) RED iPhone X, it will be selling a \$99 red leather folio for the priciest of all iPhone models.

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