

# horizons

hope for a healthy world



Q&A



## **What is *Horizons*?**

*Horizons: Hope for a Healthy World* is an engaging exhibition designed to raise awareness of various disease states worldwide as well as the initiatives of global nonprofit organizations to combat those diseases.

## **Who created the exhibition?**

*Horizons: Hope for a Healthy World* was conceived and designed by BD associates as a way to celebrate the company's proud pursuit of its purpose of *helping all people live healthy lives*.

## **When was the exhibition developed, and when did it make its public debut?**

The idea was conceived in the summer of 2004, and BD associates spent nearly a year finalizing the concept and designing the exhibition. *Horizons: Hope for a Healthy World* made its internal BD debut in June 2005 and its external debut at the third annual International AIDS Society Conference in Rio de Janeiro in late July 2005.

## **It appears to be focused only on HIV/AIDS – will that change?**

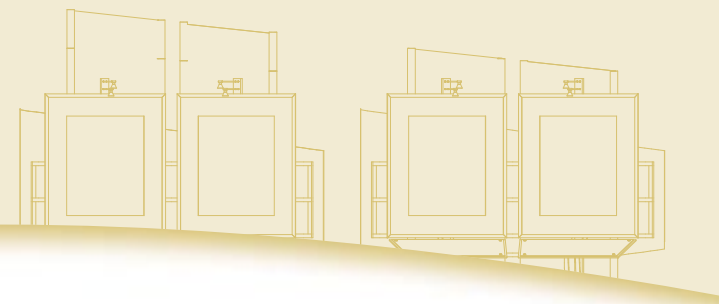
Right now, the experience focuses solely on the global HIV/AIDS pandemic, but BD intends to develop exhibits regarding additional disease states in the near future, including other infectious diseases and diabetes.

## **Where did the content come from?**

Images for the experience were obtained through various channels, including:

- The generosity of the National Geographic Society, The Associated Press, and Reuters
- Getty Images, via a unique program available to members of the Global Business Coalition on HIV/AIDS
- PhotoSensitive, a nonprofit collective of photographers determined to explore how photography can contribute to social justice

Additional content was supplied by BD and the partner organizations featured in the exhibition.



## **How were the organizations selected to be featured in *Horizons: Hope for a Healthy World*?**

The organizations in the exhibition are featured because they each have a strong history as well as demonstrated experience in addressing global health needs. While there are many global organizations that help address healthcare issues worldwide, the organizations featured are also established partners of BD.

## **Where did the name come from?**

The name was chosen by BD associates because it communicates the hope provided by the initiatives of the partner organizations featured in the exhibition. In addition, it also describes the distant, yet attainable, goals set by those initiatives.

## **Is this intended to generate revenue for BD?**

No. This experience was created solely to raise awareness.

## **Is there a call to action for visitors?**

The call to action will vary as the exhibition travels and grows, but it could include a donation or pledge, commitments to volunteer, or the purchase of sponsored merchandise from featured organizations.

## **Did these partner organizations give money to develop this exhibition?**

No. BD developed and funded the program.

## **Where will the exhibition travel?**

*Horizons: Hope for a Healthy World* is an engaging journey that is able to travel to venues worldwide including, but not limited to, healthcare facilities, conferences, industry exhibitions, corporate events, schools, and museums.

## **If I am interested in displaying it or would like additional information, whom should I contact?**

Companies or organizations interested in displaying the exhibit should contact **201-847-3500** or **[Pursuing\\_Our\\_Purpose@bd.com](mailto:Pursuing_Our_Purpose@bd.com)**.



Helping all people  
live healthy lives