



Role of Miss LifeWalk Sunday, October 13, 2024 Station 4 (S4)

Miss LifeWalk is an Ambassador for Prism Health North Texas and the LifeWalk event. The reigning Miss LifeWalk promotes safe sex, knowing your status and being PrEPared. Miss LifeWalk raises funds and advocates for those in North Texas living with HIV who need medical care and are uninsured or underinsured.

Here are some of the ways Miss LifeWalk can be an Ambassador*:

- ❖ Social media promotion - personal and professional
 - ◆ With direction and guidance from PHNTX Marketing team.
 - ◆ Personal: using a curated list of current topics provided by PHNTX.
 - ◆ Professional: participate in promotional videos produced by PHNTX.
- ❖ Represent PHNTX in both June and September Pride events during reigning year.
- ❖ Attend LifeWalk/Prism Health North Texas Events
- ❖ PHNTX Community Health Ambassador

* based on the reigning Miss LifeWalk's schedule and availability.