

Unique Webisode Series, “The ‘O’ Mission,” Helps Normalize Sexual Health Conversations for Young Adults as Social Networking Changes the Dating Scene

CHICAGO, IL - September 15, 2009 - As sexually transmitted diseases and infections rise across the U.S., getSTDtested.com is utilizing the web and digital media as tools to assist in the fight against them by sponsoring a four-part webisode series intended to help educate and entertain, or “edu-tain,” young adults about this important topic in the digital medium to which they relate.

“The ‘[O’ Mission’s](#)” main objective is to help destigmatize this topic by normalizing the conversation. The objective of the sponsor, getSTDtested.com, is to help consumers seeking more confidential options for learning about and testing for eight of the most common STDs. Now the webisode series is available online at OmissionTheMovie.com.

The movie speaks to being careful of the risks associated with dating and shows how to handle the nuances of a new relationship, including getting tested for STDs. Chlamydia, the most common STD, is a focal point of the original story line that is geared to young adults, the most vulnerable generation to STDs.

“[The ‘O’ Mission](#)” is another tool to help answer the Centers for Disease Control and Prevention’s call for new, innovative ways to reach young adults. This series was created to reflect the convergence of their off-and on-line worlds and the importance of getting STD tested,” says Tracey Powell, CEO of getSTDtested.com and founder of Home Access Health Corporation that secured the first FDA approved at-home HIV testing kit.

The original ‘[O’ Mission](#)’ pilot is expanding into four, two-minute episodes with plot lines that speak to different phases of young adults looking for love in a world where social networking and technology are changing the dating scene forever:

- The “VIP” theme shows the social lifestyle challenges that young adults face.
- The “Hey” theme speaks to the excitement of meeting someone for the first time.
- The “dance floor” theme reveals that most people do have a past.
- The “New Year’s Eve” theme reveals the heroine Indya’s interest in meeting someone yet feeling unsafe from a past relationship

Focused on educating the tech savvy millennials and known for its digital media prowess, getSTDtested.com’s “Kiss Chlamydia Goodbye” campaign kicked off at Columbia College Chicago in May. Hundreds of students watched, talked and rocked with a showing of the getSTDtested.com sponsored webisode, “The ‘[O’ Mission](#),” an expert panel discussion, and music performed from the original soundtrack by the Chicago band,

Lip Tease which is adding two songs to this soundtrack that can now be downloaded for free at OmissionTheMovie.com.

“The ‘O’ Mission” characters, ‘Indya,’ ‘Wes,’ ‘Coop’ and others, help to normalize the sexual health conversation. See them on the web now at OmissionTheMovie.com. GetSTDtested.com plans to continue to get the message out and to inspire young adults to take action to detect and fight STDs. One way to know the truth is to visit getSTDtested.com and use our various resources,” concludes Powell.

“The link between social networking, technology and millenials is unparalleled. STDs can spread as fast as ‘friending’ someone on Facebook. What do young adults do? The various getSTDtested.com tools are confidential, informative, nonjudgmental and fun,” according to Emmy nominated Michael Fry, the “O” Mission co-writer, and producer of the series “Cosby” and “The Fresh Prince of Belair,” and Warner Brother’s “The Parent Hood.”

About getSTDtested.com

As more consumers turn to the internet for health information, getSTDtested.com is setting the gold standard for online STD awareness and testing, helping to destigmatize, prevent, and control sexually transmitted diseases. The online confidential clinic makes it easy for individuals at risk for STDs to get confidential diagnostic testing as well as professional and peer-to-peer referrals. Visit getSTDtested.com and its sponsored webisode series at OmissionTheMovie.com.

About [“The ‘O’ Mission”](http://TheOMission.com)

“The [‘O’ Mission](http://TheOMission.com)” series is produced by Octane Rich Media and Kolo Films LLC. Jim Forni, director and executive producer, shot the series on the RED ONE camera, the most advanced, highest resolution HD camera system available. Michael Fry, Emmy nominated writer and professor at Columbia College Chicago, co-wrote the series with Forni. The ‘O’ Mission is currently being submitted to festivals and awards across the country.

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