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## Bono and Oprah Winfrey to launch iPod nano for RED

Money from the sale of red nanos to go to HIV/AIDS charity run by Bono

by Stuart Miles published on 13 October 2006

It's about time, Apple

Bono will introduce a new iPod model on the Oprah Winfrey Show today to benefit his RED project that aims to fight HIV and AIDS in Africa.

The iPod will be a special-edition red 4GB iPod nano, to retail worldwide for \$199, \$10 of which will go to RED. This will be the first time products are sold for the cause outside of the UK, which has already seen red T-shirts from Gap, a red Amex card, and red trainers from Converse, amongst many others.

The Chicago Tribune reported yesterday that Winfrey visited the Chicago Apple store with Bono to buy ten of the red iPod nanos.

Funds donated to Bono's RED project get passed on to The Global Fund, which helps women and children affected by HIV and AIDS in Africa.

According to a post on Winfrey's website, Penelope Cruz and Kanye West will be on hand during the show for the launch as well.

Sprint has also announced today that it will sell a red Motorola RAZR phone to benefit RED in the US. The red RAZR has previously been on sale in the UK.

