

Go Daddy gives \$500K to fund women's health center

December 13 2010, By DANA WOLLMAN , AP Technology Writer

(AP) -- Make no mistake: GoDaddy.com loves women.

The seller of website domain names, whose Super Bowl ads with scantily clad [women](#) made it a household name, announced that it has donated \$500,000 to the Southwest Center for HIV/AIDS to launch a women's [health](#) clinic in Phoenix.

The Go Daddy Women's Health Center, set to open in 2011, will provide HIV/AIDS prevention for women. In particular, the new center will cater to women with a heightened risk of catching the disease, particularly those suffering [domestic violence](#). The center will be partially funded by the city of Phoenix.

The Southwest Center, founded in 1988, says it already serves 70 percent of the 14,000 people in Arizona affected by HIV/AIDS.

The Scottsdale, Ariz., company's philanthropy contrasts sharply with the ad it submitted to this year's Super Bowl. In it, a masseuse rubbing down race car driver Danica Patrick strips down to a tank top and underwear, wiggles her hips and eventually falls into a pool, causing her shirt to become wet. In a Web-only ad, mocking the brouhaha, another model rips off her clothing to reveal a similarly skimpy getup and does a more sexually suggestive dance.

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