

Good News Department

Philanthropic Effort Recognizes Children As Heroes

(NAPSA)—The idea that American children are “true world heroes” is this year’s theme for an annual effort to help save, protect and improve the lives of children around the world.

The U.S. Fund for UNICEF is celebrating the 55th year of its time-honored fundraising campaign Trick-or-Treat for UNICEF. The signature orange box and other materials for this year’s campaign are now available.

Since its birth, the campaign has evolved from a traditional door-to-door collection on Halloween into a monthlong, nationwide program that has educated, inspired and empowered children to collect more than \$127 million.

“This year’s ‘World Heroes’ theme is a reflection of children being recognized as key fund-raisers and advocates,” said President of the U.S. Fund for UNICEF, Charles J. Lyons. “The sense of community, commitment and spirit among children to help children around the world sends a clear message of global responsibility and citizenship that deserves special recognition and praise.”

Internationally known recording artist Clay Aiken is serving as the national spokesperson for the 2005 campaign. Said Aiken, “For many children, it is their first introduction to philanthropy and the needs of their peers in places far away. It is wonderful to know that I can be a part of that moment.”

Of the nearly \$5 million raised by kids around the country in last year’s Trick-or-Treat for UNICEF campaign, the majority of the money was raised by kids working from within their school, religious or service group.

To help support this year’s campaign, retailers Pier 1 Imports and IKEA will serve as box dis-



Since its inception 55 years ago, this annual Halloween fund-raising effort has brought hope for children worldwide.

tributors. Throughout October, Pier 1 will distribute boxes at over 1,200 stores. IKEA will have boxes available at all of its American stores throughout the month of October.

For the ninth consecutive year, loose change collected can be remitted through Coinstar, Inc., which owns and operates a network of self-service coin-counting machines in major supermarket chains nationwide. Coinstar accepts direct donations through its network of supermarket-based machines year-round.

For the second year, Trick-or-Treat for UNICEF online will include games and an innovative online program designed to engage kids and adults in virtual Trick-or-Treating for UNICEF.

Boxes and free educational materials can be ordered by calling 1-800-4UNICEF or by logging on to www.unicefusa.org.

Founded in 1946, UNICEF helps save, protect and improve the lives of children in 157 countries through immunization, education, health care, nutrition, clean water and sanitation.