

newsworthy trends

Global Campaign Spotlights Children's Issues

(NAPSA)—An international campaign is encouraging world leaders to *Say Yes for Children*.

The findings of the *Say Yes for Children* campaign—an agenda for action on issues that affect the lives of children—will be presented to heads of state and governments attending the first-ever UN Special Session on Children.

The session will be convened by the United Nations General Assembly, September 19-21, 2001 in New York City.

Say Yes for Children involves one of the most comprehensive international voting campaigns ever undertaken. An extensive coalition of organizations is working with UNICEF in villages, towns and neighborhoods around the world in a massive grassroots campaign to mobilize millions around issues that affect the daily lives and futures of children.

At the heart of the effort is a pledge form collected from remote villages, large cities and cyberspace.

Through the pledge process, people can express their support for ten actions critical to improving the lives of children everywhere. The ten items are:

- Leave no child out,
- Put children first,
- Care for every child,
- Fight HIV/AIDS,
- Stop harming and exploiting children,
- Listen to children,
- Educate every child,
- Protect children from war,
- Protect the earth for children, and
- Fight poverty by investing in children.



An international campaign is making world leaders aware of issues that affect children.

According to Charles J. Lyons, president of the U.S. Fund for UNICEF, children who suffer the indignities of poverty, disease, war, abuse and discrimination deserve to have adults who will stand up and speak for them.

Said Lyons, "The *Say Yes for Children* campaign presents an opportunity for people everywhere to act on behalf of children. Simply by taking the time to cast a vote, they can deliver a clear and unmistakable message to the governments of the world that there should be no greater priority than the welfare of our children."

To learn more or to register your opinion, visit the Web site at www.unicefusa.org. To request a paper ballot, contact the U.S. Fund for UNICEF at 1-800-FOR KIDS or write to 333 East 38th Street, 6th floor, New York, New York, 10016.