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# Good News Department

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## Mother's Day Gifts That Also Give To Others

(NAPSA)—Thanks to a special program, it's possible to give a Mother's Day gift that also helps vulnerable children and mothers around the world.

A number of companies are partnering with the U.S. Fund for UNICEF and a percentage of sales for each event, donation or item offered by each partner will go to UNICEF. All proceeds will benefit women and children in regions where health, education and livelihood are at risk.

For example, one item, Mallika Chopra's book, "100 Promises to My Baby," is a collection of promises made by Chopra to her child. While expecting, Chopra created timely commitments to the child forming inside of her. The book's author will donate 10 percent of the proceeds from the book to benefit UNICEF's programs for children orphaned or made vulnerable by HIV/AIDS.

In addition, the book's publisher, Rodale Books, will donate an additional \$1.00 for each book purchased on the Rodale Web site, [www.rodale.com](http://www.rodale.com), to the U.S. Fund for UNICEF's Mother's Day Campaign, up to \$5,000.

Pier 1 Imports will also donate \$1.20 for each \$50 or more Mother's Day gift card sold in the store to UNICEF's Maternal and Neonatal Tetanus Program. \$1.20 is the cost of a lifesaving vaccine to immunize a mother and her newborns against this preventable disease, which takes the lives of 180,000 newborns every year. The promotion ends Mother's Day, May 8th.



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**Thanks to a special partnership, the sales of various items will benefit women and children in regions where health, education and livelihood are at risk.**

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Another corporate partner, Becton, Dickinson and Company, has offered to match on-line donations at [www.unicefusa.org](http://www.unicefusa.org), up to a total of \$500,000, for the maternal neonatal tetanus (MNT) program. When consumers donate funds to support MNT, Becton, Dickinson and Company will match the donation allowing the U.S. Fund for UNICEF an opportunity to provide \$1 million to help eliminate this deadly disease.

Founded in 1946, UNICEF helps save, protect and improve the lives of children around the world through immunization, education, health care, nutrition, clean water and sanitation. The organization is nonpartisan and its cooperation is free of discrimination. In everything it does, the most disadvantaged children and the countries in greatest need have priority.

For more information, call 1-800-4-UNICEF or visit the Web site at [www.unicefusa.org](http://www.unicefusa.org).