

Good News Department

New Ways To Trick-Or-Treat For A Cause

(NAPSA)—Candy aside, trick-or-treating could be good for children's health.

This October, for the 58th year, kids across the country will Trick-or-Treat for UNICEF, an initiative that encourages American children to make Halloween count by raising money for children in need around the world. The program, whose national sponsor this year is Procter & Gamble, has relied on door-to-door contributions and other traditional fundraising methods to collect more than \$140 million to date. This year, however, UNICEF will incorporate 21st-century digital initiatives to further meet its goals.

New Ways To Get Involved

As in past years, children can find UNICEF orange collection boxes at several retail locations, including Pier 1 Imports® and Hallmark Gold Crown stores. They can also be ordered online at www.unicefusa.org/trickortreat or by phone at (800) 4UNICEF. But this year, kids can add the Trick-or-Treat for UNICEF Cause Application on their Facebook page to help recruit friends to raise funds. Plus, contributions can now be made through the new "Text-or-Treat" program, in which kids can text "TOT" to "UNICEF" to donate \$5 on their mobile phone.

Other new high-tech program features include the development of a personalized fundraising Web page and Halloween e-cards. Of course, traditional fundraising methods, such as Halloween parties, bake sales and car washes, are highly encouraged as well. Details are at the program Web site.

Help Wanted

People can also make donations to the program via credit card or check or through participating Coinstar Centers® found in



The new Trick-or-Treat for UNICEF collection box.

supermarkets, drugstores and mass merchants. There are even Trick-or-Treat branded items including T-shirts, sweatshirts, Halloween products and educational toys sold on the program Web site to support the efforts.

Spreading The Word

Although the initiative is geared toward kids, parents, educators, corporations and adults are all encouraged to participate. People can visit the program Web site to find door signs supporting the campaign, and teachers can find activity sheets, lesson plans, wall posters and other resources. College campuses are also joining in by participating in the "Help us save some lives!" Campus Challenge. Schools will raise money and the George Harrison Fund for UNICEF will match every dollar raised up to \$150,000 for a total of \$300,000.

A Caring Mission

For more than 60 years, UNICEF has provided lifesaving nutrition, clean water, education, protection and emergency response, saving more young lives than any other humanitarian organization in the world. To learn more, visit www.unicefusa.org.