
Good News Department

A Familiar Symbol Of Good Works Gets A New Look

(NAPSA)—A well-known symbol of charitable giving is getting a makeover.

For 54 years, this orange box has stood for the ability of children to promote change—by collecting change.

The change collected by children during the month of October for the Trick-or-Treat for UNICEF campaign has improved the lives of millions of children around the world by funding immunization, education, health care, nutrition, clean water and sanitation programs.

Over the years, children have helped to raise \$123 million to help support UNICEF programs around the world. Kids enjoy participating in Trick-or-Treat for UNICEF because it allows them to take action and make a global impact right from their own neighborhood.

With an eye on emphasizing the impact produced by students, parents and teachers, the U.S. Fund for UNICEF has unveiled a newly designed Trick-or-Treat for UNICEF box. The 2004 box will continue with its traditional orange color and will be joined on the front panel by an image of a jack-o'-lantern in UNICEF's signature blue.

To help support the Trick-or-Treat for UNICEF campaign this year, retailers Pier 1 Imports and IKEA will serve as box distributors. Throughout October, Pier 1 will distribute boxes at over 1,000 locations and IKEA will once again make boxes available through all its U.S. stores.

It has also been announced that actress and UNICEF Ambassador Alyssa Milano will serve as the national spokesperson for the 2004 Trick-or-Treat for UNICEF campaign. Throughout October, she will be raising awareness for the time-honored Trick-or-Treat for UNICEF program.

In addition to the new look, Trick-or-Treat for UNICEF is rolling out enhanced educational resources—including a video,



Since 1950, trick-or-treating children have helped to fund humanitarian programs that benefit kids the world over.

posters, information on the campaign, and an online program—to support continued success in the classroom.

“Children continue to express an interest in the world outside their local communities,” said Charles J. Lyons, president of the U.S. Fund for UNICEF. “By reinventing the Trick-or-Treat for UNICEF campaign for a new generation, we are engaging children who have the power to become revolutionaries behind effecting positive change in the lives of millions of their peers around the world.”

The new boxes and free educational materials are now available and can be ordered by calling 800-4-UNICEF or by visiting www.unicefusa.org.

Trick-or-Treaters can make a direct donation to the U.S. Fund for UNICEF by depositing their coins into a Coinstar® machine at their local supermarkets. Coinstar makes it easy to give to the Trick-or-Treat for UNICEF program by accepting donations through its network of supermarket-based machines 365 days a year.

To learn more, visit the Web site at www.unicefusa.org.