

THEN *and* NOW!

Trick-or-Treat For UNICEF Celebrates 60 Years Of Kids Helping Kids



Trick-or-Treat for UNICEF has raised millions of dollars for lifesaving programs around the world.

(NAPSA)—As one of the longest-running youth volunteer initiatives in America, Trick-or-Treat for UNICEF has a deep-rooted history of empowering children.

For 60 years, Trick-or-Treat for UNICEF has served as The Original Kids Helping Kids® campaign, providing America's children with an effective way to make a difference in the lives of the world's children.

THEN: Children across the nation were inspired to collect coins for UNICEF to aid kids recovering from World War II. Costumed and committed, they took to the streets in neighborhoods and they spread word of their mission. Through the small change they raised door to door, they were going to make a big difference for children everywhere, providing food, medicine, education and necessities that kids need to thrive.

NOW: Since then, Trick-or-Treat for UNICEF has raised nearly \$160 million for UNICEF's lifesaving programs worldwide. The time-honored campaign pioneered service learning by educating young people about their peers in developing countries all around the world and engaging them in hands-on activities to raise awareness and much-needed funds.

Kids and families can pick up their iconic orange collection boxes at the Guest Services desks in Toys“R”Us® and Babies“R”Us® stores nationwide from September 15 through October 30, 2010, while supplies last. Toys“R”Us, Inc. is also the National Sponsor of the 60th Anniversary of Trick-or-Treat for UNICEF.

While carrying the orange collection box door to door is the traditional way to contribute to Trick-or-Treat for UNICEF, supporters can also host Halloween parties, bake sales or make a \$5 donation by texting the word “TOT” to UNICEF (864233) on their mobile phone.

A new Trick-or-Treat for UNICEF iPhone application will be available this fall. The mobile app will include fun and educational tools to allow parents and kids alike to participate in the campaign no matter where they are, enabling them to spread the word and help to fundraise for children all over the world.

The campaign owes its success over the years not only to the children, parents and educators who have taken part but also to UNICEF spokespeople, companies and organizations that serve as partners.

UNICEF Ambassador Selena Gomez—star of the summer blockbuster “Ramona and Beezus,” as well as Disney’s Emmy Award-winning “Wizards of Waverly Place”—will return this year as Trick-or-Treat for UNICEF spokesperson.

HGTV will once again serve as the national media sponsor of the campaign, highlighting it in a prime-time television special “Halloween Block Party” on Saturday, October 16 at 8 p.m. EST.

The U.S. Fund for UNICEF has had the longtime support of Key Club International and Coinstar, Inc. as well as new supporters Playbill and The Broadway League.

For more information, visit www.trickortreatforunicef.org.