

Good News Department

Trick-Or-Treaters Make A Difference

(NAPSA)—When your doorbell rings this Halloween, it could be opportunity knocking. Americans will have the chance to help children around the world, as thousands of little ghouls and goblins trick-or-treat to save children's lives.

They'll be participating in a program that encourages youth to raise funds by trick-or-treating door to door or planning fundraisers with family and friends. Trick-or-Treat for UNICEF is The Original Kids Helping Kids® campaign that dates back more than a half a century. The program got its start when kids in Philadelphia first collected \$17 in decorated milk cartons to help those left vulnerable by World War II.

How Children Can Help

Trick-or-treat collection boxes can be picked up at several retail locations, including Pier 1 Imports® starting September 24 and Hallmark Gold Crown® stores starting September 10. Also, they can be ordered online at unicefusa.org/trickortreat or by phone at (800) 4UNICEF. The Web site also features fun, creative resources for kids, families and educators.

Caring Adults

Although the initiative is a kid-powered program, educators, corporations and parents are all encouraged to help. Families can hang UNICEF door signs alerting trick-or-treaters that they are supporting the campaign. Educators can access a teacher's kit that includes interactive exercises and other resources, and corporations can organize fundraisers and awareness programs.



Children across the country will trick-or-treat to help youngsters around the world.

Making A Difference

Experts say small Halloween donations go a long way. Americans spent approximately \$60 on Halloween last year alone. UNICEF reports that just \$12 of that money could have provided two long-lasting insecticidal mosquito nets, protecting families from malaria, which kills an African child every 30 seconds. Donations can be made via credit card or check, as well as through participating Coinstar® Centers found in supermarkets, drug-stores and mass merchants nationwide. Founded in 1946, UNICEF helps save, protect and improve the lives of children in 156 countries through immunization, education, health care, nutrition, clean water and sanitation. The Trick-or-Treat for UNICEF national premier sponsor is Cartoon Network, and Procter & Gamble is the national sponsor.