

# Good News Department

## Partnership Offers Hope To Children In Need

(NAPSA)—It's a real treat. For the second consecutive year, children in need will be getting a healthier start in life thanks to a unique partnership.

That's because the maker of well-known household products has joined forces with the U.S. Fund for UNICEF in an effort to help children in need worldwide.

Procter & Gamble and the U.S. Fund for UNICEF have created initiatives expected to raise over \$500,000 to support "Trick-or-Treat for UNICEF."

The success of last year's efforts, which raised more than \$250,000 for immunization programs through the sale of Dawn Dishwashing Liquid Antibacterial Hand Soap, prompted the two organizations to join forces again in 2001.

This year's initiative goes a step further than last year by inviting Americans to purchase any Dawn product. A portion of the Dawn sales, up to \$275,000, during the months of September and October will benefit "Trick-or-Treat for UNICEF."

"We're grateful to continue our relationship with Procter & Gamble for a second year to help raise money for children around the globe," said Charles J. Lyons, president of the U.S. Fund for UNICEF.

Said Lyons, "It is with the help of committed corporate partners like Procter & Gamble that the U.S. Fund for UNICEF is able to continue to work for the needs of children everywhere."

"Partnerships such as this one between the U.S. Fund for UNICEF and Procter & Gamble play a crucial role in ensuring a healthy future for all children," said celebrity chef Marcus Samuelsson. "I am proud to lend my support to this year's campaign."

Samuelsson, Executive Chef and



**Procter & Gamble and the U.S. Fund for UNICEF have joined forces this fall in a partnership expected to raise more than \$500,000 for the long-standing Halloween tradition, "Trick-or-Treat for UNICEF."**

co-owner of Restaurant Aquavit, (New York City and Minneapolis), understands the needs of children around the world; at age three he was orphaned in a tuberculosis epidemic raging through his native Ethiopia.

In addition, Procter & Gamble will mount a special promotion on Sunday, September 30th, offering coupons for eight P&G brands—including Dawn and Tide—through an insert in Sunday newspapers.

For each coupon redeemed, P&G will donate 10 cents, up to \$200,000 to "Trick-or-Treat for UNICEF." Over the last 51 years, this long-standing Halloween tradition has raised more than \$110 million.

According to Kristen Nostrand, P&G Marketing Director, "Dawn is excited to join other P&G brands to help the U.S. Fund for UNICEF give the world's children a good start in life."

For more information on "Trick-or-Treat for UNICEF," visit [www.unicefusa.org/trickortreat](http://www.unicefusa.org/trickortreat).

Procter & Gamble employs over 100,000 people in more than 80 countries worldwide. To learn more, visit [www.pg.com](http://www.pg.com).

*The U.S. Fund for UNICEF works for the survival, protection and development of children worldwide through education, advocacy and fund-raising.*