

HOLIDAY GIFT IDEAS

Inspired Gifts That Give Back

(NAPSA)—Composing a holiday checklist can be easier with a little inspiration. Fortunately, a new collection of gifts and cards does more than offer some inspired gift choices. It can inspire real change around the world.

If you're looking for inspiration, the U.S. Fund for UNICEF offers new holiday card and gift collections, Inspired Gifts, and products benefiting UNICEF offered by top brands. All money raised through the organization's Gifts That Give Back program will help UNICEF reduce the number of daily, preventable deaths of children under 5.

Continuing a 60-year tradition, UNICEF's holiday cards and gifts collection includes an array of gift ideas for men, women and children of all ages. From puzzles to home décor and scarves, a portion of sales from each item will support programs that save, protect and improve the lives of millions of children in more than 150 countries worldwide. To shop online or for more information, visit www.shopcardsandgifts.unicefusa.org.

UNICEF holiday greeting cards may also be purchased by calling (800) 553-1200, and at Pier 1 Imports, IKEA, select Hallmark Gold Crown stores and Barnes & Noble stores. Pier 1 Imports and IKEA will donate 100 percent of the purchase price of each holiday card pack, and IKEA will also donate an additional \$1 per pack sold. The Pier 1 card collection will feature the winning design from this year's Annual Pier 1 Imports/UNICEF Greeting Card Contest.

Inspired Gifts—such as Therapeutic Spread, Measles Vaccines, mosquito nets and more—can make an immediate and dramatic difference in the lives of children in need and may be purchased online at www.inspiredgifts.org.

Partner companies conducting activities supporting UNICEF this holiday season include: IKEA, Gucci, Disney by FEED Projects, American Airlines and Delta Air Lines.

Through December 24, with every purchase of IKEA's "Soft Toys for Education" collection, including stuffed animals, finger puppets and an accompanying book, the IKEA Foundation will donate one euro (approximately \$1.35) to support UNICEF and Save the Children education programs.

Since its inception in 2003, IKEA's "Soft Toys for Education" has raised \$47.5 million in support of education programs, including UNICEF's "Schools for Africa" initiative, helping UNICEF provide 5.5 million children in 11 of Africa's poorest countries with access to a quality education.

In celebration of Gucci's seven-year partnership with UNICEF, which has raised over \$10 million dollars, Gucci Creative Director Frida Giannini has designed an updated version of the best-selling "Gucci for UNICEF" Sukey bag. Twenty-five percent of the retail price for each bag sold in Gucci



Cards and gifts that save children's lives around the world.

stores and online through February 28 will benefit UNICEF's "Schools for Africa" initiative. Gucci also announced a \$250,000 donation in honor of its partnership with UNICEF and the release of the luxury edition tribute book *Gucci: The Making Of...* The latest FEED initiative benefiting UNICEF celebrates Disney's beloved attraction through the "Disney It's A Small World" collection, inspired by the original artwork of Mary Blair.

Items from the collection include a tote, bib, infant bodysuit and pants set, and a tee for girls and boys, available at Nordstrom stores in the U.S. and online. For each "FEED Our Small World" product purchased, FEED will make a donation to help UNICEF provide children with an entire year's worth of vitamin A supplements.

Other supporters are helping this holiday season as well. Through January 15, 2012, for every \$1 donated to the U.S. Fund for UNICEF at www.unicefusa.org/aa, American Airlines® AAdvantage® program members will earn two AAdvantage miles in return (minimum donation of \$10 and maximum award of 2,000 miles per AAdvantage member). Delta Air Lines SkyMiles® members can also put their unused frequent flier miles to good use by donating them to the U.S. Fund for UNICEF at www.delta.com/skywish.

Looking for another way to give back?

- To aid children in famine and drought-affected areas of the Horn of Africa, Threadless and BBH New York have partnered with the U.S. Fund for UNICEF to release a line of T-shirts entitled "Good Shirts." Visit www.threadless.com/UNICEF.

- MSNBC's "The Last Word with Lawrence O'Donnell" has partnered with the U.S. Fund for UNICEF in KIND—Kids in Need of Desks—to provide tens of thousands of desks to hundreds of schools in Malawi. For more information, visit www.unicefusa.org/kind.