

# Good News Department

## Holiday Gift Shopping With A Purpose

(NAPSA)—Make cards and gifts for your friends and family especially meaningful this holiday season by purchasing from the UNICEF holiday collection. UNICEF Inspired Gifts, the 2010 holiday card and gift collection and several corporate partners offer unique, easy ways to help save children's lives this season.

Supporters can bring hope, happiness and health to children around the world with the purchase of UNICEF gifts that give back this holiday season. Every day 22,000 children die from preventable causes. With the help of supporters, UNICEF is doing whatever it takes to bring the number of unnecessary deaths to zero.

### **UNICEF cards and gifts save children's lives**

The sale of UNICEF's holiday cards has raised money to support the organization's lifesaving work for more than 60 years. In addition to these iconic greeting cards, this season's holiday collection includes everything from sparkling ornaments to must-have jewelry and great kids' books. The cards and gifts—from UNICEF—can be purchased online at [www.unicefusa.org](http://www.unicefusa.org) and at Pier 1 Imports, IKEA and select Hallmark Gold Crown stores.

Here's a look at other ways to support UNICEF to do whatever it takes to save children's lives this holiday season:

### **Fashionable and thoughtful**

Since the Gucci partnership with UNICEF began in 2005, Gucci has committed over USD \$9 million to UNICEF. To celebrate the partnership, Gucci relaunched the Gucci for UNICEF campaign—a yearlong initiative to extend Gucci's commitment to supporting UNICEF programs in sub-Saharan Africa. The special-edition Gucci for UNICEF Sukey bag, designed by Gucci Creative Director Frida Giannini, is being sold in Gucci stores worldwide and online through February 28, 2011. Gucci will donate 25 percent of the retail price from all sales of the bag to support UNICEF's Schools for Africa campaign in Malawi and Mozambique, where nearly 1 million children have been orphaned by HIV/AIDS.

The FEED Guatemala bags will support UNICEF nutrition programs that help children under the age of 5 in Guatemala, which has one of the worst nutri-



**Papier-mache bell set with traditional floral motifs hand-painted by Indian craftsmen can be purchased through the UNICEF holiday collection catalog or online at [www.unicefusa.org](http://www.unicefusa.org)**

tional conditions in the region. The bags are made of traditional Ikat fabrics by artisans in Guatemala, and for every FEED 1 Guatemala pouch and FEED 3 Guatemala bag sold at Lord & Taylor stores in the U.S. and online, FEED will donate \$3.50 or \$10.50, respectively, to the U.S. Fund for UNICEF to help support UNICEF's nutrition programs in Guatemala.

### **Colorful and cuddly**

IKEA soft toys will bring countless smiles to the faces of so many children as a holiday gift, and will also touch the hearts of disadvantaged children worldwide. Continuing its commitment to the idea that all children have the right to an education, for each soft toy purchased in IKEA stores between November 1st and December 24th, IKEA will make a donation of 1 euro (approximately \$1.39) to help support UNICEF and Save the Children's education projects globally. This is the seventh consecutive year of the campaign, which has raised over \$31 million to support 8 million children in 40 countries worldwide. This year, the Soft Toy campaign will also benefit the innovative UNICEF Schools for Africa initiative.

Other proud supporters are helping as well. For instance:

This holiday season, American Airlines AAdvantage® members can earn miles while helping UNICEF save children's lives. Through January 15, 2011, for every \$1 you donate to support UNICEF's lifesaving programs, you will earn two AAdvantage miles in return, with a maximum award of 2,000 miles per AAdvantage member.

To learn more or to purchase cards or gifts, visit [www.unicefusa.org](http://www.unicefusa.org).