

Good News Department

How Your Shopping List Can Save A Child's Life

(NAPSA)—The way you shop could make a world of difference for children around the world.

That's because buying certain products may benefit the U.S. Fund for UNICEF "Give Kids A Fresh And Caring Start" campaign that aims to improve the lives of children through health, education, nutrition, protection and emergency relief programs.

The campaign kicks off on September 1 and continues through October 31, the day of the "Trick-or-Treat for UNICEF" campaign.

This year, the campaign invites Americans to purchase any Dawn® or Downy® product. A portion of the sales—up to \$300,000 during the months of September and October—will benefit children around the world.

In addition, Procter & Gamble will offer coupons for Dawn®, Downy®, Bounce® and Dryel® brands, with a donation being made to the U.S. Fund for UNICEF for each coupon redeemed—up to a total of \$200,000—on Sunday, September 29, 2002. These will reach more than 55 million Americans via daily newspapers nationwide. For each bottle of Dawn® or Downy® purchased from September 1 through October 31, P&G will donate 10 cents, up to \$300,000, to the USF. For each Sunday, September 29 coupon redeemed for



Buying popular products may help educate, nourish, heal, protect and care for children in need worldwide.

Dawn®, Downy®, Bounce® or Dryel®, P&G will donate 10 cents, up to \$200,000.

A long-standing Halloween tradition in the U.S., "Trick-or-Treat for UNICEF" was launched 52 years ago, and has raised, thus far, more than \$115 million. For more information about "Trick-or-Treat for UNICEF" visit www.unicefusa.org/trickortreat or call 800-252-KIDS.

The U.S. Fund for UNICEF works for the survival, protection and development of children worldwide through education, advocacy and fundraising. Created in 1947, it is the oldest of 37 national committees around the world that support UNICEF's mission.