

Good News Department

A Card That Celebrates Giving All Year Long

(NAPSA)—A greeting card that does a world of good for children around the world will now be available year-round.

For the first time ever, greeting cards carrying the logo of UNICEF—The United Nations Children's Fund—will be available all through the year at participating Hallmark Gold Crown® stores. UNICEF has been raising money for its programs from the sale of greeting cards since 1949. To date, over 4 billion cards have been sold.

The new collection will feature 20 different varieties of boxed cards packaged in keepsake boxes with an African Kuba-cloth-patterned bottom. Birthday cards, thank-you cards, thinking-of-you cards and blank cards will be included in the collection—the first produced for UNICEF by Hallmark. Most boxes have four designs per box. The cards will be priced between \$10 and \$20 and come in groups of eight cards with nine envelopes or groups of 20 cards with 21 envelopes.

Since 1947, the U.S. Fund for UNICEF has supported the work of the United Nations Children's Fund by raising support for its programs and increasing public awareness of the challenges facing the world's children.

UNICEF's programs are funded entirely by voluntary contributions and have made a tangible difference in the lives of children in 155 countries and territories. For example:

- \$10 can provide a box of 200 disposable syringes for use during immunization campaigns.

- \$12 can provide two long-lasting insecticidal mosquito nets,



A new collection of greeting cards will help support the efforts of the world's leading children's agency.

protecting families from malaria, which kills one African child every 30 seconds.

- \$12 can provide 20 packets of high-energy biscuits, specially developed for malnourished children in emergency situations.

- \$17 can immunize one child for life against the six major childhood diseases: diphtheria, measles, polio, tetanus, tuberculosis and whooping cough.

- \$20 can buy blankets to protect five small children from the cold.

Kansas City-based Hallmark is known throughout the world for its greeting cards, related personal expression products, and one of television's most honored and enduring dramatic series, "Hallmark Hall of Fame." The company publishes products in more than 30 languages and distributes them in more than 100 countries.

For more information, please visit www.unicefusa.org or call (800) 4UNICEF.