

# Good News Department

## Gifts That Give Back In Tough Times

(NAPSA)—Even in tough economic times, Americans are still finding ways to give—and charities say that every little bit, no matter how small, still makes a difference.

This holiday season, people are doing much of that giving in other people's names. Whether it be through a charitable donation on someone's behalf or volunteering with a friend at a soup kitchen, there are ways to make the gifts you give have extra meaning.

For instance, \$4.1 billion has been raised from the sale of over 4 billion UNICEF holiday cards to help save, improve and protect the lives of millions of children worldwide. The cards feature an array of holiday themes and are available at Pier 1 Imports, Hallmark Gold Crown stores, IKEA and Barnes & Noble, to name a few.

New this year are UNICEF cards with sound featuring Celine Dion for holiday and special occasions. They are available at [www.unicefusa.org](http://www.unicefusa.org) and where Hallmark cards are sold. Additionally, you can find this year's winning holiday card from the 2008 Pier 1 Imports/UNICEF Greeting Card Contest, sold exclusively at Pier 1 Imports to benefit UNICEF's child survival programs.

UNICEF is also offering a variety of holiday gifts including award-winning Children of the World Lacing Cards, Filigree Taper Candles and a Children's Art Wall Calendar—each of which raises money for a worthy cause. These can be purchased on the Web site or by calling (800) 553-1200. Here's a look at some other gifts that give back:

### Fighting AIDS

You can help orphans and children affected by HIV/AIDS who live in Malawi and Mozambique by giving an accessory from Gucci's new white TATTOO HEART COLLECTION. Items in the special collection to benefit UNICEF—which include bags and shoes—feature a stylized illustrated heart tattoo decorated



### Shoppers are choosing holiday gifts that give back.

with Gucci's most iconic symbols: the horsebit and the web. Visit [www.gucci.com/unicef](http://www.gucci.com/unicef).

### Funding Education

You can help support vital education programs in eight countries in the developing world by giving a fun soft toy from IKEA. The company will make a donation of one euro (about \$1.30) to be split between the U.S. Fund for UNICEF and Save the Children for each toy bought before December 24, 2008. Visit [www.ikea.com](http://www.ikea.com).

### Protecting Children

You can give Cartier's LOVE Charity Bracelet with the turquoise blue cord to help children around the world. Cartier will donate \$100 from the sale of each single bracelet and \$200 from the sale of each double bracelet to the U.S. Fund for UNICEF. Visit [www.love.cartier.com](http://www.love.cartier.com).

### Needed Supplies

An innovative program called Inspired Gifts lets people purchase real, lifesaving products—like bed nets, rehydration salts, tents, vaccines and more—to be shipped directly to one of over 150 countries where UNICEF is saving children's lives. Visit [www.inspiredgifts.org](http://www.inspiredgifts.org) or call (866) 237-2224.

### Learning More

UNICEF provides lifesaving nutrition, clean water, education, protection and emergency response, saving more young lives than any other humanitarian organization in the world. For more information, visit the Web site at [www.unicefusa.org](http://www.unicefusa.org).