

Good News Department

Trick-Or-Treaters Scare Up Ways To Help Charity

(NAPSA)—For children participating in a program called Trick-or-Treat for UNICEF, Halloween isn't just a time to help themselves to candy—it's also a time to help others. In fact, as one of the country's most recognizable Halloween traditions, Trick-or-Treat for UNICEF has raised over \$144 million over its 59-year history. Since its inception, the program has helped reduce the unnecessary deaths of children. According to UNICEF, 24,000 children die every day of preventable causes.

For many of its young participants, the initiative has represented a first taste of volunteerism. As an educational and fundraising initiative, the program provides U.S. children, along with their parents and teachers, the opportunity to learn about their peers worldwide who are truly in need.

While carrying the orange collection box door to door is still one of the most popular ways to contribute to Trick-or-Treat for UNICEF, participants can also host bake sales and car washes or text the word "TOT" to UNICEF (864233) to donate \$5 on their mobile phone. Other ways to get involved include hosting a Trick-or-Treat for UNICEF Halloween Party; just register at www.unicefusa.org/Halloweenparties to receive a party kit.

Collection boxes are available online and at retail locations, including select Baskin-Robbins, Hallmark Gold Crown stores, and Pier 1 Imports. Boxes can also be ordered by phone at (800) FOR-KIDS. Donations can be made via credit card or check, or through over 12,000 participating Coinstar Centers®, found in supermarkets, drugstores and mass merchants nationwide.

Coming Together

Trick-or-Treat for UNICEF owes its success over the years not only to the children, parents and educators who have taken the initiative to participate, but also to a



UNICEF Ambassador Selena Gomez returns for a second year as spokesperson for Trick-or-Treat for UNICEF, one of the longest-running youth volunteer movements in America.

wide array of companies and organizations that serve as invaluable partners.

Last year, for instance, Key Club International raised over \$700,000 for the cause. This year, funds from the group will support Operation Uruguay: Protecting the Rights of Children. In the South American nation of Uruguay, more than half a million children and adolescents live in poverty.

New this year, Procter & Gamble will double the impact of donations made by viewers of a Halloween-themed prime-time television special airing on HGTV on Sunday, October 18 and Saturday, October 24 at 8 p.m. ET/PT. P&G will match all donations made via HGTV.com from October 18 through October 31, 2009, up to \$100,000.

In addition, the U.S. Fund for UNICEF is pleased to announce that American Airlines, Baskin-Robbins and HGTV have joined as new supporters of this year's campaign.

For more information, visit www.unicefusa.org/trickortreat.