

# Good News Department

## Holiday Shopping For A Cause

(NAPSA)—As an alternative to traditional holiday gift giving, UNICEF Inspired Gifts—the 2009 holiday card and gift collection—and 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 24,000 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.

Here's a look at how you can help:

### Cuddly And Colorful

For the fifth holiday season in a row, IKEA will continue its global annual soft toy promotion. For each soft toy purchased in IKEA stores between November 1st and December 24th, IKEA will make a donation of 1 euro (approximately \$1.47) to be split between the U.S. Fund for UNICEF and Save the Children. The funding for UNICEF this year will support the innovative "Schools for Africa" campaign. Also, for every SUNNAN solar powered lamp sold in IKEA stores worldwide, one lamp will be given to UNICEF to light up the life of a child in Pakistan.

### Fashionable Giving

Gucci is pleased to announce its fifth anniversary Gucci Campaign to Benefit UNICEF. For 2009, Creative Director Frida Giannini commissioned author Michael Roberts to create a new children's book, *Snowman in Africa*, with 100 percent of the USD \$25 retail price donated to UNICEF. Inspired by the illustrations in the book, Giannini also designed Gucci accessories as well as a gift card that are available in Gucci stores worldwide and on Gucci.com with 25 percent of the retail price of each item donated to UNICEF through December 31st. Funds raised will support UNICEF's "Schools for Africa" program in Malawi, Mozambique and South Africa.

### A Gem Of An Idea

Montblanc is supporting UNICEF education programs by



For 60 years, the sale of UNICEF's holiday cards has raised money to support the organization's lifesaving work. In addition to these iconic greeting cards, this season's holiday collection includes everything from handcrafted Indian beaded ornaments to baby toys and puzzles.

donating 10 percent of the retail price of any item in its "Signature for Good" collection sold through May 2010 in Montblanc boutiques and partner retailers. Cartier, now in its fifth year of supporting the children's charity, will donate \$150 to the U.S. Fund for UNICEF for each LOVE Charity Bracelet featuring a mini 18K, rose-gold LOVE ring and the cyan-blue cord sold in Cartier boutiques across the country.

Other companies are helping as well. For example, Pampers works with the charity to make lifesaving vaccines possible, and the Microsoft i'm Initiative allows users of Windows Live Messenger and Windows Live Hotmail to support UNICEF through their everyday use of these programs.

Airlines have also gotten in the act. For each \$1 donated at [www.unicefusa.org/aa](http://www.unicefusa.org/aa), American Airlines AAdvantage® members will earn one AAdvantage mile. Delta SkyMiles members can donate unused frequent flyer miles to the U.S. Fund for UNICEF.

People can even use a feature on Causes on Facebook called "Charity Gift" to buy a UNICEF gift icon to give to a friend.

To place orders for the 2009 holiday cards, gifts and Inspired Gifts, visit [www.unicefusa.org/shop](http://www.unicefusa.org/shop).

For more information on UNICEF's corporate partners and promotions, please visit [www.unicefusa.org/giftsthatgive](http://www.unicefusa.org/giftsthatgive).