

Halloween Hints



Kids Helping Kids

(NAPSA)—Trick-or-treating can be an easy way for kids to make a difference in the lives of children around the world.

Trick-or-Treat for UNICEF, the original Kids Helping Kids campaign, provides children with the opportunity to have fun and save lives at the same time.

“Trick-or-Treat for UNICEF remains a Halloween tradition for American families and an inspiration to many generations to further the cause of child survival,” said U.S. Fund for UNICEF President and CEO Caryl Stern. “Every day, 21,000 children under the age of 5 die of preventable causes. Today, kids are as committed as ever to help UNICEF provide nutrition, medicine and education to their peers around the world, and to help bring the number of preventable childhood deaths down to zero.” While carrying the orange collection box door to door is the traditional way to Trick-or-Treat for UNICEF, supporters can also host a Halloween fundraising party during the month of October to raise money and have fun with friends and family. Free party tools and tips are available for download at www.trickortreatforunicef.org.

Supporters can also donate \$10 on their mobile phone by texting the word “TOT” to UNICEF (864233) or by scanning the Microsoft Tag on the collection box using a Web-enabled smartphone or mobile device. Collection boxes and fundraising kits can be pre-ordered and are available online and by phone at (800) FOR-KIDS.



Carrying the orange collection box is a trick-or-treating tradition.

As the longest-running youth engagement campaign in America, Trick-or-Treat for UNICEF has raised more than \$164 million for UNICEF's lifesaving programs worldwide. The campaign 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 wide array of companies and organizations that serve as invaluable partners. This year, the U.S. Fund for UNICEF has partnered with media sponsor HGTV and national sponsor Key Club International, along with proud supporters FEED Projects and HSN, and promotional supporters American Airlines, Bright Horizons Family Solutions® and Coinstar, Inc.

For more than 60 years, Trick-or-Treat for UNICEF has been a powerful way for generations of Americans to help provide children the essentials for a safe and healthy childhood.

To donate or learn how to get involved, visit www.trickortreatforunicef.org.