

UNICEF'S TRADITIONAL TRICK-OR-TREAT DONATION BOX IS NOW ONLINE

From Your Doorstep to Your Desktop, the Donation Box Has Found a New Home Online

Winnipeg, Oct. 26, 2007 – UNICEF's traditional Halloween donation box has found a new home: it's now online.

While parents get ready for a night of shelling out candy and children get their costumes ready, UNICEF Canada is encouraging Canadians to turn their traditional Trick-or-Treat for UNICEF coin donations into an online gift at www.trickortreatforunicef.ca.

“Even though children are no longer carrying the donation box door-to-door, that shouldn't stop Canadians from continuing their annual tradition of supporting Trick-or-Treat for UNICEF,” said Stephanie Yamniuk, Regional Director, UNICEF Prairies Region. “What's really great about the online box is that Canadians no longer have to wait for Halloween night to make their donation – they can log on to our web site and make a donation any time.”

Funds raised through this year's campaign will benefit children in Malawi and Rwanda through the Schools for Africa programme, as well as children around the world through UNICEF's global work. A joint initiative between UNICEF, the Nelson Mandela Foundation and the Hamburg Society for the Promotion of Democracy and International Law, Schools for Africa supports the construction and rehabilitation of schools and provides education materials and teacher training to improve the quality of education to keep children in school longer. In Rwanda, 400,000 children do not have access to education, while in Malawi, fewer than 50 per cent of students reach grade five.

The support of Canadians is critical to addressing the tremendous need that exists in Malawi and Rwanda. There are three ways that Canadians can support Trick-or-Treat for UNICEF. In addition to donating on-line, you can support groups and corporations participating in the Dare-to-Wear costume challenge, and you can support children who are fundraising at school and in their communities.

To donate to the new online Trick-or-Treat for UNICEF box, visit www.trickortreatforunicef.ca.

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UNICEF is the world's leader for children, working in 156 countries and territories to save, protect and enhance the lives of girls and boys. UNICEF supports child health and nutrition, promotes quality basic education, protects children from violence, exploitation and AIDS and is the world's largest provider of insecticide-treated bed nets and vaccines for developing nations. A global leader in emergencies with six decades of on-the-ground experience, UNICEF saves and rebuilds children's lives in natural disasters and conflict. UNICEF is funded entirely by voluntary contributions from individuals, businesses, foundations, schools, associations and governments.



TRICK
-OR-
TREAT
FOR UNICEF

HALLOWEEN SAFETY TIPS

- Always check treats with a parent or guardian before eating them
- Wear bright colours and carry a flashlight
- Use makeup instead of a mask and wear a short costume
- Tell a parent or guardian where you're going and when you'll be back
- Be street smart! Travel in groups down one side of the street before crossing to the other
- Cross only at intersections