

Manitoba Students Helping Children Go to School in Rwanda and Malawi

Hundreds of individuals, groups and schools to take part in annual campaign

Winnipeg, Oct. 2, 2007 – Hundreds of Manitoba children at schools across the province are taking part in UNICEF Canada's renowned fundraising and education campaign this year. The local campaign was launched today at Ecole St. Germain in Winnipeg with the help of Manitoba's Minister of Education Peter Bjornson.

"This campaign is very deeply rooted in the hearts of Canadians," says Stephanie Yamniuk, Regional Director for UNICEF Canada's Prairie Region. "Every October for generations, Canadian school children and teachers, businesses and the public have embraced the tradition of helping the world's children through UNICEF. It's a very special phenomenon that we should all be proud of because it continues to make a huge difference in the lives of children around the world."

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.

Schools are encouraged to register for the Trick-or-Treat for UNICEF programme. Fundraising and education activities will occur throughout October. Participating schools will receive a special kit of resources, including an inspirational DVD featuring UNICEF Canada National Ambassador Ben Mulroney's trip to Malawi last fall to see first-hand the positive results of the Schools for Africa programme.

Schools will also receive a CD-ROM with fundraising ideas, slideshows and curriculum-linked lesson plans and activities for Kindergarten to Grade 8, as well as posters to track students' progress. UNICEF speakers will also be available to visit schools in most areas.

To get involved, school children can fundraise in their schools and communities, groups and corporations can take the Dare-to-Wear Costume Challenge, and individuals can go to the UNICEF Canada Web site (www.trickortreatforunicef.ca) to turn their traditional coin donations into on-line gifts to help children in Rwanda and Malawi receive an education.

Since its inception in 1955, Canadian children have raised more than \$94 million through Trick-or-Treat for UNICEF. The connection between UNICEF and Halloween is so well known that in 2000, the Government of Canada officially declared October 31st National UNICEF Day.

For more information, to donate or to register your school, visit www.trickortreatforunicef.ca or www.campagnehalloweenunicef.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.

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