

## UNICEF's hard work overseas begins at home

*Deadline for ordering UNICEF cards and gifts online is December 14*

**Winnipeg, December 13, 2007** – This Christmas, Winnipegger Pam Bolton is helping to build a school in Rwanda and to fight measles in Indonesia. She's also doing what she can to help stem the spread of AIDS and malaria in Africa, and she's doing all of this by sending UNICEF holiday greeting cards and telling her friends and family about UNICEF's Cards and Gifts programme.

"I've supported UNICEF from the time I was a child," said Bolton. "My parents always said we have so much here in Canada and it's our responsibility to give back. We were a typical, hard-working Winnipeg family, but that always stuck with me."

Like thousands of Manitobans, Bolton makes it a point to buy UNICEF greeting cards for the holiday season. She's taken it a step further by helping UNICEF as a volunteer in many capacities over the years.

"My husband and I have four children and it was hard enough raising them with the resources we had. I couldn't imagine what it would be like if you were a parent in a developing country and you couldn't afford food, education or medical care for your children," she said. "I think it's important to do what you can to help when you know there's a need there."

UNICEF cards are available during the holidays at McNally Robinson, The Bay, Pier 1 Imports, RONA and other stores across Manitoba and Saskatchewan. In addition, UNICEF cards are available year-round at Ten Thousand Villages stores across Canada.

This holiday, UNICEF is also offering a selection of special gifts, such as hand-woven shawls, handcrafted candles, stationery and educational toys for children. Many of UNICEF's gifts are handcrafted by small-scale artisans in areas where UNICEF works. All net proceeds from UNICEF's Cards and Gifts help UNICEF develop long-term solutions for bringing education, life-saving healthcare and emergency supplies to the world's most vulnerable children. The deadline to order UNICEF Cards and Gifts online in time for Christmas is December 14.

For a list of kiosk and retail outlets where cards and gifts can be purchased, visit our store locator at [www.shopunicef.ca](http://www.shopunicef.ca). All net proceeds from UNICEF's Cards and Gifts help UNICEF develop long-term solutions for bringing education, life-saving healthcare and emergency supplies to the world's most vulnerable children.

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**For more information:**

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