

## **BEAT THE RUSH, SUPPORT UNICEF CANADA BY SENDING HOLIDAY E-CARDS**

*UNICEF E-cards Support UNICEF's Important Work for Children Around the World*

**Winnipeg, December 17, 2007** – With little time left for mailing Christmas cards, UNICEF Canada is offering the perfect solution: holiday e-cards to support UNICEF's work to save, protect and enhance children's lives in 156 countries and territories.

"Our e-cards are ideal for those who want to send more than holiday wishes," said Jerry Seligman, director, sales and marketing, UNICEF Canada. "Sending an e-card helps change the world for children through UNICEF."

Children have a special place in the Christmas season. That is why so many Canadians connect with UNICEF at Christmas to save and improve the lives of children around the world. All net proceeds from UNICEF's cards and gifts support UNICEF's work.

There is a large selection of unique e-cards featuring designs by a prominent group of international artists available online at [www.shopunicef.ca/ecards](http://www.shopunicef.ca/ecards). Address books can be uploaded so that e-cards can be sent to multiple recipients. The e-card website also allows customers to input reminders of upcoming events and occasions like birthdays and anniversaries.

UNICEF also offers tailored services for corporate e-card needs as well. Businesses can send e-cards that are customized to include personalized messages and a company logo. Sending UNICEF's e-cards shows customers, employees and colleagues that the company supports an organization with the scope and reach to help countless children around the globe.

Purchasing one e-card at a cost of \$1.50 is enough to help vaccinate 50 children; 10 cards cost \$13.50, that's enough for an exercise book and a pencil for 14 children. Twenty cards cost of \$27. That is enough to purchase nine large woolen blankets that protect children during emergency situations.

This holiday, UNICEF is also offering a selection of traditional paper greeting cards and 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.

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).

E-cards can be purchased at [www.shopunicef.ca/ecards](http://www.shopunicef.ca/ecards).

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**ABOUT UNICEF**

UNICEF is the world's leader for children, working in more than 150 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.