

For Immediate Release

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Celebrate Trick-or-Treat for UNICEF with new collection boxes

UNICEF releases six new designs of collection boxes and launches a new “Create-a-Character” contest for Trick-or-Treat campaign 2022.

NEW YORK (July. 19, 2022) – This October marks the 70th anniversary of the UNICEF Trick-or-Treat campaign. UNICEF is happy to announce having six newly designed collection boxes for Trick-or-Treat for UNICEF in the coming Halloween. Besides the new design of collection boxes, UNICEF launches its first-ever "Create-a-Character" contest to invite participants to design new characters featured on 2320 boxes.

Trick-or-Treat for UNICEF is a fund-raising activity that children carry their collection boxes to go door-to-door and ask for donations. The money will be used to feed and clothe children worldwide. This year, the collection boxes design with six new characters, including a monster, black cat, princess, pumpkin, vampire, and witch. Participants can order the boxes by emailing trickortreatforunicef.org or calling 1-800-FOR-KIDS before Oct. 26. Besides trick-or-treat, supporters can also donate Trick-or-Treat for UNICEF through smartphones by texting the word "TOT" to UNICEF (864233).

Cristina Shapiro, the president of the Impact Fund for Children, claims the Trick-or-Treat for UNICEF will be extra important this year. "Trick-or-Treat for UNICEF first launched in 1950 and it raised more than \$175 million. This year, a brutal war happened in Ukraine, leading to a more serious children's refugee crisis. But it won't reduce UNICEF's determination to provide the deserved future for every child. We persist in helping every child in need." She believes a little donation from everyone can contribute to significant changes in children's life.

With regards to another item for this year's campaign, the "Create-a-Character" contest, details may find as below:

- One winning design from each category
- Categories include grades K-3, grades 4-6, and participants 13 years and older
- Contest starts from Sept. 1 to Oct. 26, 2022
- Participants can submit the design to trickortreatforunicef.org

- The result will be announced on Oct. 31, 2022
- Winner’s designs will be printed on 2023 collection boxes

Trick-or-Treat for UNICEF— the original Kids Helping Kids® campaign—**has raised more than \$175 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. The U.S. Fund for UNICEF is grateful for the support of our national sponsors: Key Club International; HSN Cares; Scholastic Inc.; Sony Pictures Home Entertainment; and, Screen Vision Media.

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