

In advance of World AIDS Day, Canadian community organizations and businesses mobilize in support of UNICEF's Unite for Children, Unite against AIDS campaign

Toronto, November 27, 2008 – In advance of World AIDS Day, December 1, Canadian community organizations and businesses are engaged in innovative and inspiring initiatives to help raise awareness and funds to support UNICEF's global work for children impacted by the AIDS epidemic.

Kiwanis Clubs of Eastern Canada and the Caribbean, comprising over 8,400 men and women in 270 Kiwanis clubs, have set a goal of raising \$1 million over the next three years to support UNICEF Canada's *Unite for Children, Unite against Aids* campaign in Jamaica, Guyana, and Trinidad and Tobago.

The Caribbean has the second-highest HIV-prevalence rates in the world, second only to those in sub-Saharan Africa. Through activities in communities throughout eastern Canada and the Caribbean, the Kiwanis are raising funds to help reduce the rate of HIV infection, especially the transmission of HIV from mothers to children; to provide pediatric treatment for children affected by HIV and AIDS; and to protect vulnerable children and young people from the devastating effects of the disease.

Yoga4Kidz Society, a Vancouver-based organization dedicated to introducing the benefits of yoga to schools across Canada, will be holding a **24-Hour Yoga Relay** to raise \$108,000 to support children affected by HIV and AIDS. In honour of World AIDS Day, people across the country are invited to come together from 4 p.m. on Saturday, November 29 until 4 p.m. on Sunday, November 30 to practice yoga and demonstrate their compassion by raising funds for UNICEF Canada's *Unite for Children, Unite against AIDS* campaign.

In Vancouver, yoga classes of all styles and for all levels will take place every hour and 15 minutes at the Croatian Cultural Centre. One hundred percent of funds raised will be donated to UNICEF Canada's campaign. Yoga studios, schools, community groups, companies, families and friends are invited to join in and register as individuals or teams online at www.yoga4kidz.ca.

DHL Canada has recently launched a national employee fundraising campaign to support UNICEF Canada's *Unite for Children, Unite against AIDS* campaign. DHL has been a valued international supporter since September 2006, when Deutsche Post World Net (DPWN) entered into a global partnership with UNICEF. The goal of this partnership is to provide UNICEF with long-term assistance in its worldwide fight to save children's lives.

DHL supports UNICEF in a variety of ways: by providing its core competence in logistics as an in-kind donation, through the implementation of a global donation program, and by enabling employee volunteers to support UNICEF by delivering health and education initiatives on the ground in developing countries.

Also partnering with UNICEF

On December 1, watch on **CTV's** website *Canadian Idol's* Ben Mulroney and Farley Flex as they experience Malawi through the eyes of children. To watch *Malawi's Song* go to www.malawi.ctv.ca and see UNICEF at work protecting children from HIV and AIDS.

This holiday season **Gucci** continues its commitment to UNICEF programmes that support orphans and children affected by HIV and AIDS in sub-Saharan Africa. To honor the fourth year of this initiative, Creative Director Frida Giannini has designed the white TATTOO HEART COLLECTION. Through

January 31, 2009, Gucci will donate 25 per cent of sales from the white TATTOO HEART COLLECTION to UNICEF programmes. For more information, please visit www.gucci.com/unicef

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Unite for children, Unite against AIDS

Help make this generation of children the last to bear the brunt of AIDS

www.uniteforchildren.ca

About UNICEF

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 vaccines for developing countries. 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.

About UNICEF's *Unite for Children, Unite against AIDS* campaign

UNICEF's *Unite for Children, Unite against AIDS* campaign is a five-year worldwide campaign focused on making a difference in the lives of children around the world and making this the last generation to bear the brunt of AIDS. The campaign is a child-focused global initiative built around the "Four Ps": prevention of mother-to-child transmission of HIV, providing pediatric anti-retroviral treatment, preventing infection among adolescents and young people, and protecting and supporting children orphaned by AIDS. For more information, please visit www.uniteforchildren.ca.

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