For Immediate Release

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Halloween with UNICEF just got sweeter

New additions to UNICEF's annual Trick-or-Treat for UNICEF Campaign gives participants more fun with the donation drive

NEW YORK (Aug. 21, 2024) — UNICEF is doing their 72nd annual Trick-or-Treat for UNICEF campaign with new box designs and its first-ever "Create-a-Character" contest in the U.S.

UNICEF is a non-profit organization that works to protect the rights of children, especially the most disadvantaged and those hardest to reach. Trick-or-Treat for UNICEF is a campaign where trick or treaters raise money for UNICEF by going door-to-door asking for donations. The donations go to feed and clothe children around the world. This year, instead of the traditional orange boxes that were used to collect donations, children will now be able to trick-or-treat donations with boxes designed as characters such as: monster, black cat, princess, pumpkin, vampire and witch. To order boxes, donators can go to trickortreatforunicef.org or call 1-800-FOR-KIDS through Oct. 26. UNICEF will also continue the new addition of character boxes by hosting its first-ever "Create-a-Character" contest. More details about the contest are below.

“I’d like to say that I was already part of UNICEF when I was a little kid. Growing up, my parents and I would always participate in the Trick-or-treat for UNICEF campaign, and it was always so much fun going up to doors and seeing people’s faces look confused before lighting up when they realized I was collecting money for UNICEF,” said Michael J. Nyenhuis, CEO and president of the U.S. Fund for UNICEF. “I hope communities have fun during this event and I hope it inspires children to want to continue and help those in need as they grow up.”

According to UNICEF, details of the “Create-a-Character” contest follows this list:

- It’s UNICEF’s first-ever “Create-a-Character” contest
- There are three categories: grades K-3, grades 4-6 and participants 13 years and older
- Contest runs from Sept. 1 through Oct. 26
- Participants can submit designs through trickortreatforunicef.org
- Winners will be announced on Oct. 31

About Trick-or-Treat for UNICEF

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.