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**[SCHOOL] KEY CLUB IS HELPING PROTECT WOMEN AND NEWBORNS AROUND THE GLOBE**

***Key Clubbers Trick-or-Treat for UNICEF in Support of Project to Eliminate Maternal and Neonatal Tetanus Globally***

[NAME OF CITY] (MONTH X, 2011) – Key Club International, a Kiwanis service leadership program, is again proving that trick-or-treating is not all about the candy. By participating in the 2011 Trick-or-Treat for UNICEF campaign, the [SCHOOL] Key Club members in [CITY/TOWN] are demonstrating “changing the world one child and one community at a time” by helping provide resources and advocacy to support the elimination of maternal and neonatal tetanus with UNICEF and partners.

“Trick-or-Treating for UNICEF is a simple, effective and fun way to help improve the lives of children around the world,” said [**KEY CLUB MEMBER’S NAME], [MEMBER’S TITLE**]. “We are glad to be part of the Trick-or-Treat for UNICEF tradition and are committed to helping women in every corner of the world have access to basic health services that will protect their newborns.”

Key Clubbers have raised more than $5 million for iodine deficiency programs worldwide, HIV and AIDS programs in Kenya and Swaziland, and a program to ensure the right of vulnerable youth to access education, health and basic social services in Uruguay. The Key Club International’s 2011 Trick-or-Treat for UNICEF efforts will support *The Eliminate Project.*

“We are proud of not only the funds raised, but the dedication and passion of the [SCHOOL] Key Club,” said **Mike Downs, Director of Key Club International.** “Maternal and neonatal tetanus needlessly kills women and newborns who live in some of the most impoverished corners of the globe, and I am proud of our Key Club family and the [SCHOOL] Key Club for helping to eliminate this terrible disease by supporting The Eliminate Project.”

Maternal and neonatal tetanus is a terrible tragedy. In countries where people lack access to basic health services, a baby can be infected with tetanus during birth. Tetanus can kill newborns within days, and mothers may die, as well. The short lifetime of an infant with neonatal tetanus is marked by excruciating symptoms such as spasms, difficulty breathing and convulsions that can be triggered by the slightest sound or contact. But this disease is easily preventable.

The Eliminate Project supports the elimination of this swift, painful and highly preventable disease. More than 100 million women of childbearing age need to be vaccinated to protect them and their future newborns. An average of $1.80 will provide three doses of the tetanus toxoid vaccine, syringes, safe transport and storage, education on safe birthing practices, training of health workers and more. This global campaign will protect the lives of millions of mothers and their future new-borns.

For more information about Trick-or-Treat for UNICEF visit [www.trickortreatforunicef.org](http://www.trickortreatforunicef.org) and <http://www.keyclub.org/service/fund/osp/unicef.aspx>.

**About Key Club International**

Key Club International, a student-led service leadership program of Kiwanis International, is the oldest and largest service program for high school students. Key Club gives its members opportunities to provide service, build character and develop leadership skills. Key Clubs thrive on more than 5,000 high school campuses in the United States, Canada, the Caribbean, Asia, Australia, and Central and South America. Since 1925, Key Club International has provided more than 12 million hours of service to homes, schools, and communities each year.

For more information, visit [www.keyclub.org](http://www.keyclub.org) or call 1-800-549-2647.

**About Kiwanis International:**

Founded in 1915, Kiwanis International is a global organization of clubs and members dedicated to serving the children of the world. Kiwanis and its family of clubs, including Circle K International for university students, Key Club for students age 14-18, Builders Club for students age 11-14, Kiwanis Kids for students age 6-12 and Aktion Club for adults living with disabilities, dedicate annually more than 18 million service hours to strengthen communities and serve children. The Kiwanis International family comprises nearly 600,000 adult and youth members in 80 countries and geographic areas. For more information about Kiwanis International, please visit [www.kiwanis.org](http://www.kiwanis.org).

**About Trick-or-Treat for UNICEF**

For more than 60 years, Trick-or-Treat for UNICEF has served as the original Kids Helping Kids® campaign. In 1950, children across America were inspired to collect coins for UNICEF to aid children abroad enduring the after-

effects of World War II. It was not just a charity effort—it was a call to end the needless suffering of their more vulnerable peers around the globe. Since then, for generations of Americans, Trick-or-Treat for UNICEF has been a powerful way to make a difference in the lives of the world’s children. Today, that mission is as urgent as ever,

and the campaign is just as vibrant. Established as one of the longest-running youth initiatives in America, with more than $164 million raised to-date, Trick-or-Treat for UNICEF remains an inspiration to the young (and the young at heart) to further the cause of children everywhere.

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