



TRICK OR TREAT

FOR **unicef** 

ADD SOME MEANING TO YOUR HALLOWEENING™

With mysterious messages, paranormal presences and ghoulish guests, this year's Trick-or-Treat for UNICEF campaign picks up where more than 70 years of tradition left off, with fun and festive ways for all ages to get involved across their channels, at all of their parties or when they go door to door.

FUN FACTS ABOUT THIS YEAR'S TRICK-OR-TREAT FOR UNICEF

- It features a spooky QR code instead of little orange boxes.
- It's supported by our ambassadors making haunting appearances at your (virtual) door – with a fun mask filter that lets you “go ghoulish” on your own Instagram too.
- It invites everyone to be a creator with a downloadable toolkit full of shareables and event ideas to help spread the word.
- Donations will go to help UNICEF's programs for kids worldwide, including fighting malnutrition in eastern Africa, providing warm clothing in Afghanistan, and rushing aid to the families of Ukraine.

HOW YOU CAN GET INVOLVED – AND ADD SOME MEANING TO YOUR HALLOWEENING™

Visit trickortreatforunicef.org for ways to:

1. Scan and share the QR code
2. Amplify the campaign on social media and in your community
3. Host an event or fundraiser to support the campaign

KEY TAKEAWAYS

CAMPAIGN DATES: October 1 to October 31, 2022

WEBSITE: trickortreatforunicef.org

HASHTAG: #ToT4UNICEF