

October 28 2011

Dear Valued Supporter,

UNICEF's first holiday card was painted in 1949 by a seven-year old Czechoslovakian girl, Jitka Samkova, as a thank you to UNICEF for the help given to her village after the Second World War. More than 60 years later, UNICEF has saved the lives of millions of children around the world through its Cards and Gifts Program.

I remember my Mother buying UNICEF holiday cards every year and sending them over to our relatives in England. It was a family tradition, and they were our favourite cards to receive! With valued supporters like you, the funds raised by the Program helped us respond to over 200 emergencies in 2010 alone and has enabled us to provide vaccines to more than 50% of the world's children. Thank you – we couldn't have done this without you.

I am writing to share the exciting news that we have launched a partnership between UNICEF Canada and Hallmark Canada. As a result of this partnership, UNICEF holiday cards will be available nationwide at our longstanding retail partner's stores, including IKEA, Pier 1 Import, and Ten Thousand Villages. The cards will also be available at most Hallmark stores and through Hallmark's retail partners including Loblaws and Walmart.

Partnering with Hallmark is a wonderful opportunity for UNICEF Canada to reach more people and ultimately, deliver more resources to children around the world. Hallmark is a well-respected, family-owned company that's been in business for over 100 years and is the undisputed leader in the greeting card market globally. We are therefore delighted that Hallmark will assume responsibility for creating, manufacturing, promoting and distributing the cards, which will continue to carry only the UNICEF logo. The first collection distributed through Hallmark became available for purchase at the beginning of this month.

Though you will no longer be able to purchase cards via catalogue or online, we hope you will continue to support our Cards Program by visiting a participating retailer. We also hope you will consider the purchase of a Survival Gift, a simple and effective way for you to give a gift that also saves a life. You can choose from over 40 gifts that go directly to a child in need – food, health, education, emergency, and other urgently needed gifts. For more information on survival gifts, please visit [www.survivalgifts.ca](http://www.survivalgifts.ca).



I wish you and your family a wonderful holiday season!

Sincerely,

A handwritten signature in blue ink, appearing to read "David Morley". The signature is written in a cursive style with a long, sweeping tail.

David Morley  
President and CEO, UNICEF Canada

P.S. We thank you again for your incredible commitment to UNICEF's vision and mission, and hope that we can count on your continued support as we move into this exciting new phase of our Program!