

Miss Fran Honorary Chair

UNICEF President Beth Brandy announced today that Fran Pappert, "Miss Fran" on television's "Romper Room and Friends" is the UNICEF National Halloween Chairman of this year's Trick-or-Treat for UNICEF Campaign.

"On my TV program I work closely with children and I am very aware of their needs", says Miss Pappert. "UNICEF is probably the world's expert on the needs of children and every day UNICEF works to provide the neediest children in the developing world with the basic necessities of life. I'm committed to helping UNICEF in this work. After all, children are the future of the world."

Each day during the week prior to Halloween, Romper Room, one of the longest running successes in children's television programming, will feature a special segment focussing on UNICEF and its important work on behalf of

the world's most needy children. "Children at home and in the studio will take part in story-telling, cartoons and colouring, to understand the work of UNICEF. It's an ideal way for them to have fun while learning more about themselves and the world around them", says Miss Pappert.

October is UNICEF month. Fund raised for UNICEF at Halloween directly benefit UNICEF's projects in 118 countries in the developing world. The money raised goes a long way because both the Canadian International Development Agency (CIDA) and the country receiving the assistance from UNICEF Canada match each donation. UNICEF works in the poorest countries to reach the most needy children and their mothers and it depends entirely upon voluntary contributions to finance its work.

