

**UNICEF and Woolworths announce Kids Changing the World initiative  
Harnessing “kid power” to help build a better future**

**28 November, 2007:** If you’re looking for a little something as a gift or giveaway for a child’s birthday party, or a surprise to add to your child’s school bag, lunchbox or Christmas stocking, Woolworths has the perfect idea. Choose a *Kids Changing the World* buddy band, and for just R15, you can not only put a smile on your child’s face – you can help make a difference in the lives of South Africa’s orphaned and vulnerable children.

The buddy bands are a project of *Kids Changing the World*, a new Woolworths initiative aimed at giving South Africa’s young people a chance to make a difference in the lives of other young South Africans.

Recognising that the growing number of South African children living in child-headed and granny-headed households is one of the greatest social challenges facing our country today, the first goal Kids Changing the World has set for itself is raising R10 million through the sale of buddy bands in its stores.

Because the need is so great, Woolworths will spread the word through an advertising campaign encouraging kids to get involved in *Kids Changing the World* by buying the red, yellow, green and blue wrist bands emblazoned with the words: “Tomorrow belongs to us”, for themselves and their friends. A percentage of the R15 price will be channelled to the Woolworths Trust charity, Heartbeat and to UNICEF.

According to Trevor Perren, head of children’s wear at Woolworths “*Kids Changing the World* is about making our young people more aware of the world around them and their connections to it. It’s also about helping kids understand more about themselves, their society, and the world they live in. Our aim is to get them involved in doing something to assist vulnerable children, to work towards alleviating poverty, tackling environmental issues and helping animals in need.”

Expressing appreciation for the child-focused collaboration with Woolworths, UNICEF Representative Macharia Kamau said “UNICEF is proud to be associated with Woolworths which has clearly demonstrated its commitment to improving the lives of children and young people through social engagement and participation. Just over 18 million South African children are under the age of 18 and many have lost one of both parents. Initiatives like this that inspire involvement with others, stimulate their sense of cooperation and encourage leadership can go a far way to helping youngsters live more fulfilling lives.”

While fundraising is a prime focus for *Kids Changing the World*, Woolworths emphasises that the project is not just about money. “*Kids Changing the World* will provide opportunities for kids to learn, grow and develop. More than making a financial contribution, *Kids Changing the World* is about harnessing kid power to help build a better future.”

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### **About Heartbeat**

Founded in 2000, Heartbeat is a community-based project which provides assistance and support to thousands of these vulnerable and orphaned children. Rather than institutionalising these children, Heartbeat ensures they receive basic services, food and schooling as well as regular visits from trained childcare workers so that they can grow into responsible citizens within their own communities.

### **About UNICEF**

UNICEF, the United Nations Children’s Fund, is the world’s foremost child advocacy organisation and is actively in 191 countries in the world including the Eastern and Southern Africa region in a variety of programmes aimed at improving the quality of life of children affected by poverty, AIDS and violence. UNICEF works with government, private sector and non-governmental partners around the world to ensure that children’s rights are realized.

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