# **Pupils from [insert name of school] help Unicef bring change for children**

On [INSERT DATE OF ACTIVITY] pupils at [INSERT SCHOOL NAME] will be [INSERT YOUR ACTIVITY] to help change children’s lives. They will join hundreds of schools across the country as they take part in Unicef’s *Day for Change* to raise money to provide life-saving food and care for malnourished children.

Day for Change is Unicef UK’s annual fundraising event for schools and, this year, will raise money to help malnourished children grow up healthy and strong. Around the world, five children die every minute as a result of malnutrition. Malnutrition is responsible for nearly half of all deaths of children under five and millions more children live with the effects for the rest of their lives, because their bodies and brains haven’t developed the way they should.

[INSERT FURTHER DETAILS OF YOUR SCHOOL’S ACTIVITY]

[Insert Name, Job title] said “QUOTE FROM STAFF MEMBER ON WHY THE SCHOOL IS INVOLVED, WHY THEY FEEL THIS IS IMPORTANT”

Unicef is working around the clock to help make sure every child gets the nutrition they need to grow up healthy and strong, and provides 80% of the world’s life-saving emergency food. The money raised by [INSERT SCHOOL NAME] will help Unicef provide urgent life-saving food and care for malnourished children.For example £5 could provide life-saving therapeutic milk for the treatment of a severely malnourished child for five days, £16 could provide vitamin sprinkles for two toddlers for a whole year and £100 could provide four children with a month’s supply of
life-saving emergency food.

To make their fundraising go even further, every £1 raised will be doubled by The Power of Nutrition, a charitable foundation. This vital funding will help Unicef to improve the nutrition and health of mothers, babies and children under five in Liberia.

As well as raising funds, pupils at [INSERT SCHOOL NAME] will be learning how nutrition impacts on children’s lives and how Unicef is working to help make sure every child gets the nutrition they need.

For more information or to find out how you can get involved with Day for Change and access free resources visit: [unicef.uk/dayforchange](http://www.dayforchange.org.uk)

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For further information on this event at [INSERT SCHOOL NAME], please contact:

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Tel: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

For further information please contact the Unicef UK Press Office on +44 (0)20 7375 6030 or media@unicef.org.uk

**About Unicef**

Unicef is the world’s leading organisation for children, promoting the rights and wellbeing of every child in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere.

Unicef UK raises funds to protect children in danger, transform their lives and build a safer world for tomorrow’s children. As a registered charity we raise funds through donations from individuals, organisations and companies and we lobby and campaign to keep children safe. Unicef UK also runs programmes in schools, hospitals and with local authorities in the UK. For more information please visit unicef.org.uk