Don’t put away the costume just yet.

Celebrating its 70th year, Trick-or-Treat for UNICEF is the longest-running youth engagement campaign in America. This year offers a new way to have a safe, fun, meaningful Halloween from home.

**ATTENTION CIRCLE K MEMBERS:**

**HALLOWEEN 2020 IS NOT CANCELLED THIS YEAR!**

There’s a safe, new way to Trick-or-Treat for UNICEF

Due to the pandemic, UNICEF is not making physical collection boxes this year. Please stay safe!

Your club leader or advisor can register your club!

- Students can unlock donations through fun and empowering activities all October long!
- You can host video get-togethers and fundraisers where you can show off your costumes and Trick-or-Treat for UNICEF!
- New! Students get to choose where they’d like the donations to go!

Register your club for a virtual box at: TRICKORTREATFORUNICEF.ORG

Make sure to use your partner code: TOT-CIRCLEK
This year, anyone can Trick-or-Treat for UNICEF. The Trick-or-Treat for UNICEF Kid Empowerment Fund is a pool of money that American children can unlock by doing Halloween activities. You can fundraise to help American kids have a fun Halloween AND help UNICEF support vulnerable children around the world.

WAYS YOU CAN HELP:

- **Spread the word**: Let people know Halloween is still on. Send them to trickortreatforunicef.org to register. Make sure to use the Partner Code: TOT-CIRCLEK! Post shareables found in the Social Presskit.

- **Donate** to the Trick-or-Treat Kid Empowerment Fund or ask your sponsoring Kiwanis Club to donate.

- **Register for your own Virtual Collection Box** and start a fundraiser

- **Host Video Get-Togethers** to show off your costume and benefit UNICEF

- **Share resources and activities** with participating teams and groups

- **Get Social!** This year, we’re hosting a mask decorating contest to promote COVID safety and give kids (and kids at heart) a chance to transform their everyday masks into something more fun and vibrant. More information in the Social Presskit.

Find out how at trickortreatforunicef.org

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**Campaign Dates**: October 1 – November 15, 2020  
**Website**: trickortreatforunicef.org  
**Hashtag**: #TOT4UNICEF

**Contact Information**:  
If you have any questions about this year’s campaign, contact: trickortreat@unicefusa.org or 1-800-FOR-KIDS

For more information on how Circle K can participate, go to www.CircleK.org/WASH