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Web help for the children of the world

Unicef ties up with online deal site to reach out vulnerable kids

TO USHER in the New Year, Groupon and Unicef have come together to provide Malaysians with a unique opportunity to help vulnerable children around the world with the special Groupon for Children.

"Groupon's campaign is a new initiative that is part of our year-end appeal for vulnerable children," said Unicef deputy representative to Malaysia Dr Victor Karunan.

"Funds raised will go towards programmes that help meet the rights and needs of the world's most marginalised and deprived children – your contribution will support a worthy cause," he added.

Active in more than 190 countries and territories, Unicef helps children survive and thrive from early childhood through adolescence.

The world's largest provider of vaccines for developing countries, Unicef supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls and the protection of children from violence, exploitation, and AIDS.

Locally, Unicef works to realise a bright, secure future for all children in Malaysia through a variety of programmes, including initiatives to protect children from HIV and AIDS, improve child welfare systems and pro-

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—DR VICTOR KARUNAN

vide the most marginalised children with access to education.

Available until Jan 12, the Groupon for Children is a way to allow Malaysians to contribute towards the gift of hope in saving and improving children's lives both in and outside Malaysia.

The full proceeds of each Groupon will go to Unicef Malaysia.

Commenting on the campaign, Groupon Malaysia chief executive officer Joel Neoh said, "We at Groupon have always been committed to providing our subscribers with the best life experiences possible, which goes beyond simply providing amazing daily deals.

"With the Groupon for Children, customers will be able share the joy of helping children lead better lives so that they too can enjoy life's many amazing experiences."

To contribute to the Groupon for Children campaign, visit <http://unicef.groupon.my>