



Press Release

UNICEF and Rapp Collins – saving children's lives one card and gift at a time. *UNICEF Canada names Rapp Collins AOR*

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FOR IMMEDIATE RELEASE

UNICEF Canada has selected Rapp Collins, part of DDB Group Canada and a division of Omnicom Canada Inc., as its agency of record for its cards and gifts program. Each year, the not-for-profit greeting card retailer's Canadian card and gift sales raise over \$5.5 million with all net proceeds directly funding valuable UNICEF programs and initiatives.

Rapp Collins will provide consumer and business-to-business expertise and leadership to support fully integrated marketing strategies for UNICEF Canada's corporate and online retail programs. Rapp Collins has also been charged with the development of UNICEF Canada's marketing strategy, advertising, direct response, online marketing, and media, and will draw on the integrated services of its sister agencies Tribal DDB, DDB Public Relations and OMD Canada.

"We're delighted to be working with the creative and energetic people at Rapp Collins to help develop innovative and exciting initiatives that establish UNICEF cards and gifts as the ideal occasion purchase – the gift that gives twice," says Jerry Seligman, director of sales and marketing, UNICEF Canada.

UNICEF is the world's leader for children, working in over 150 countries and territories to save, protect and enhance the lives of children. UNICEF supports health and nutrition, promotes quality basic education, protects children from violence, exploitation and AIDS, and is the world's largest provider of vaccines for developing nations. A global leader in emergencies with six decades of on-the-ground experience, UNICEF saves and rebuilds children's lives in natural disasters and conflict. UNICEF is funded entirely by voluntary contributions from individuals, businesses, foundations, schools, associations and governments.



“The opportunity to work with the team at UNICEF these past few months has been tremendously inspiring and rewarding. The greatest gift we could give and receive, would be to engage businesses and consumers to purchase UNICEF cards and gifts, and in turn, generate more funds for vulnerable children around the world,” says Nancy Mitchell, vice-president, managing director, Rapp Collins. “We encourage everyone to shop UNICEF today by visiting www.shopunicef.ca.”

UNICEF Canada named Rapp Collins its agency of record after a thorough and competitive review process in March 2007.

About UNICEF cards and gifts in Canada

Since the first Canadian card sales in 1959, over 150 million cards have been sold in Canada. Each year, Canadian card and gift sales raise over \$5.5 million. UNICEF artists and galleries around the world donate their designs to UNICEF for greeting cards reproduction. Renowned Canadian artists who have been featured in the card collections include Robert Bateman, Ted Harrison, Katerina Mertikas, Susie Malgokak, Louise Lacourse and Lucie Lapointe.

About Rapp Collins

Rapp Collins (www.rappcanada.com) is part of the Rapp Collins Worldwide network, a global leader in database and customer relationship marketing. Rapp Collins works collaboratively with their clients to develop innovative communication strategies and results-driven creative solutions. Rapp Collins is an integrated business unit of Canada's top creative communications agency, DDB Canada and a division of Omnicom Canada Inc. Select clients include UNICEF Canada, SickKids Foundation, Canadian Blood Services, FedEx Canada, Yellow Pages Group, Subaru Canada, Dell Canada and Esso.

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