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maternal/neonatal tetanus
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October 27, 2011

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THE ELIMINATE CHANNEL:

Key Clubbers Trick-or-Treat for UNICEF to support The Eliminate Project

By Catt Lovins, Key Club International Vice President

Since 1994, Key Club International has been a proud participant in Trick-or-Treat for UNICEF. This year, Trick-or-Treat for UNICEF funds will support The Eliminate Project, and Key Clubbers are more excited than ever to contribute to the elimination of maternal and neonatal tetanus.

As an example, Pinnacle High School Key Club in Phoenix, Arizona is holding its fifth annual Spooktacular for UNICEF event. It was created in 2007 after the club's officers attended their divisional training and learned about Key Club International's service partners. Inspired and motivated, Lexi Wallace, a club officer, took the idea of Trick-or-Treat for UNICEF and expanded it to a full blown Halloween carnival that has now become a school tradition involving the local community.

Over the past five years, as the carnival has grown in size and attendance, the funds raised for UNICEF have increased each year. The event raised US$5,000 in 2009 and US$7,000 in 2010, which went toward UNICEF's Operation Uruguay. This year, all funds will support The Eliminate Project, and our goal is to raise US$8,000.

Spooktacular provides a Halloween-themed carnival atmosphere for elementary school-aged children that incorporates the spirit of service with
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