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**UNICEF ANNOUNCES WINNER OF 5<sup>TH</sup> ANNUAL  
PIER 1 IMPORTS/UNICEF/OWLKIDS GREETING CARD CONTEST**

**TORONTO (June 1, 2010)** — UNICEF Canada announced today 12-year old Eleni Bakolias of Upper Tantallon, Nova Scotia as the grand prize winner of the 2010 Pier 1 Imports/UNICEF/Owlkids Greeting Card Contest. Chosen from the hundreds of entries received, Eleni's artwork will be reproduced as an official UNICEF holiday greeting card, and sold exclusively at all Pier 1 Imports store locations in Canada during the 2010 holiday season. All of the proceeds from the sale of this card go to UNICEF Canada, as well as the proceeds from all other UNICEF cards sold throughout the country at Pier 1 stores.

Eleni designed a card that portrays a snowman whose bottom portion is a globe, and whose head serves as the "O" in the word JOY. Besides receiving the award of having her design reproduced as an official UNICEF greeting card, Eleni has won a \$5,000 scholarship and \$500 in art supplies for her school's art program.

"The Greeting Card Contest is a wonderful holiday tradition and we are very proud to be a part of it again this year with Pier 1 Imports and Owlkids," said Dee Diaz, Director of Corporate Engagement, UNICEF Canada. "Eleni has created a beautiful and inspiring design, reminding us all that every child around the world should have every opportunity to survive and thrive."

The card contest began in Canada in 2006 and marks the 23<sup>rd</sup> year of a partnership between the unique home furnishings retailer and the international children's organization in Canada. In 1985, Pier 1 Imports began selling UNICEF greeting cards and since then, the company has raised over \$28 million for UNICEF. Pier 1 Imports will continue its commitment toward UNICEF's goal of improving the lives of children around the world.

"We look forward to this special program every year with UNICEF. Each year, we receive hundreds of creative drawings from students who want to contribute to UNICEF's mission," said Kelly Keenum, Public Relations Manager of Pier 1 Imports. "The contest began as a way to help raise awareness among Canadian school children about UNICEF's important work and has inspired kids from coast to coast to use their creative talents in a meaningful way."

Proceeds from the sale of these cards will support vital UNICEF programs that provide lifesaving medicines, vaccines, nutritious foods, primary education, clean water/sanitation, and emergency relief for millions of children in more than 190 countries.

**ABOUT UNICEF**

UNICEF is the world's leading child-focused humanitarian and development agency. Through innovative programs and advocacy work, we save children's lives and secure their rights in virtually every country. Our global reach, unparalleled influence on policymakers, and diverse partnerships make us an instrumental force in shaping a world in which no child dies of a preventable cause. UNICEF is supported by voluntary donations and helps all children, regardless of race, religion or politics. For more information about UNICEF, please visit [www.unicef.ca](http://www.unicef.ca).

**ABOUT PIER 1 IMPORTS**

Pier 1 Imports, Inc. is the original global importer of unique home furnishings. The company began in 1962 with a single store in San Mateo, California. Since then, Pier 1 has grown to more than 80 stores in Canada, with over 1,000 locations companywide. Pier 1 Imports' 48 years of experience has transformed the company into North America's largest specialty retailer of imported home furnishings and decor. More information about Pier 1 can be found at [www.pier1.com](http://www.pier1.com).

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