



**U.S. FUND FOR UNICEF ANNOUNCES WINNERS OF
2010 PIER 1 IMPORTS/UNICEF GREETING CARD CONTEST**
Holiday Card Design and “People’s Choice Award” Selected

NEW YORK, NY – August 12, 2010 —The U.S. Fund for UNICEF announced today the winners of the 2010 Pier 1 Imports/UNICEF Greeting Card Contest. Kelsey Fosstveit, age 13, from Mountainville, New York received the grand prize award for her artwork, which will be reproduced as an official UNICEF greeting card, and sold exclusively at Pier 1 Imports stores across the country during the 2010 holiday season. One hundred percent of the proceeds from the sale of all UNICEF cards sold at Pier 1 will go to the U.S. Fund for UNICEF. Justas Varpucanskis, age 12, from Mokena, Illinois received this year’s “People’s Choice Award.”

Kelsey’s card is a colorful design that includes the close-up of a dove flying in the sky with the word *joy* emphasized below it. Along with the honor of having her design turned into a greeting card, Kelsey will receive a grand prize \$5,000 scholarship, along with \$500 worth of art supplies for her school.

“Both children are remarkable and talented individuals who are passionate about raising awareness and funds for UNICEF,” said U.S. Fund for UNICEF President and CEO Caryl Stern. “The artwork produced will not only provide necessary funding, but will help raise awareness and decrease the number of daily preventable childhood deaths from 24,000 to zero.”

The “People’s Choice Award” is determined by visitors to the Pier 1 website (pier1.com), who are given the opportunity to vote for their favorite design out of 10 semi-finalists. Justas won this award for his design, which features a watercolor picture of the globe, circled in international flags and surrounded by sunlight. As the “People’s Choice Award” winner, Justas will receive \$500 worth of art supplies to aid in furthering his promising artistic future.

“We look forward to this special program every year with UNICEF. Each year, we receive thousands 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 started as a way to help raise awareness among U.S. students about UNICEF’s important work and has inspired kids from coast to coast to use their creative talents in a meaningful way.”

Funds from the sale of these cards will support UNICEF programs that provide lifesaving medicines, vaccines, nutritious foods, primary education, clean water and sanitation and emergency relief for millions of children and women in more than 150 countries.

This contest marks the 25th year of a successful partnership between the specialty home furnishings retailer and the international children’s organization. Pier 1 began selling UNICEF greeting cards in 1985 and is now the world’s largest retailer of these cards, having raised over \$26 million for the organization.

ABOUT UNICEF

UNICEF has saved more children's lives than any other humanitarian organization in the world. Working in over 150 countries, UNICEF provides children with health care, clean water, nutrition, education, emergency relief, and more. The U.S. Fund for UNICEF supports UNICEF's work through fundraising, advocacy, and education in the United States.

UNICEF is at the forefront of efforts to reduce child mortality worldwide. There has been substantial progress—the annual number of under-five deaths dropped from 13 million in 1990 to 8.8 million in 2008. But still, 24,000 children die each day from preventable causes. Our mission is to do whatever it takes to make that number zero by giving children the essentials for a safe and healthy childhood. For more information, visit www.unicefusa.org

ABOUT PIER 1 IMPORTS

Pier 1 Imports, Inc. is the original global importer and North America's largest specialty retailer of imported decorative home furnishings and gifts. More information about the company can be found on pier1.com.

For more information, please contact:

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