



For Immediate Release:

LUCY LIU & GARY COHEN TO RECEIVE AWARD AT UNICEF'S 2008 SNOWFLAKE BALL

NEW YORK, NY (Oct 27, 2008) – UNICEF announced today that Lucy Liu will receive the Danny Kaye Humanitarian Award and that Gary Cohen will receive the Helenka Pantaleoni Award at its annual Snowflake Ball taking place on December 3rd at Cipriani 42nd Street in New York City. The special evening is a black-tie fundraising gala that celebrates the UNICEF Snowflake and honors individuals who have made key contributions to UNICEF's mission to save and improve children's lives worldwide.

"We are thrilled to honor Lucy and Gary at the Snowflake Ball," says Caryl Stern, President and Chief Executive Officer of the U.S. Fund for UNICEF. "Through their work with UNICEF and steadfast devotion to our mission they are truly deserving of the awards that will be presented to them."

During the event, UNICEF will present the Danny Kaye Humanitarian Award to Lucy Liu, UNICEF Ambassador, who has used her influence as a force for the survival, protection and development of women and children. Liu first traveled on behalf of UNICEF to Lesotho in August 2004 to witness the impact of HIV/AIDS on children and communities, and since being appointed UNICEF Ambassador in 2005, has continued to demonstrate her commitment to improving the lives of children worldwide. In 2006, Liu traveled to the North West Frontier Province of Pakistan to visit with survivors of the October 8, 2005 earthquake and in 2007 she visited the Democratic Republic of Congo to meet with children formerly associated with armed-groups, survivors of sexual violence, and communities of displaced people who abandoned their homes to avoid ongoing violence in the region. Also in 2007, she traveled to Moscow to visit children attending the UNICEF-supported rehabilitation art center Maria's Children and recorded a video appeal to potential Russian individual donors. Most recently in March 2008, as part of her role as TAP Project Spokesperson, Liu traveled to Cote d'Ivoire to visit UNICEF-supported water programs.

Additionally, UNICEF will present the Helenka Pantaleoni Award to Board Member Gary Cohen, an executive vice president of BD (Becton, Dickinson and Company), who has dedicated a significant amount of his professional and personal life to addressing developing world health issues. Cohen has served as the volunteer national chair and spokesperson in the U.S. Fund's efforts to assist children impacted by HIV/AIDS and as a leader in the collaboration to eliminate maternal and neonatal tetanus.

For UNICEF Snowflake Ball Tickets, please call Event Associates at 212-245-6570.

About UNICEF

For more than 60 years, UNICEF has been the world's leading international children's organization, working in 156 countries to address the ongoing issues that affect why kids are dying. UNICEF provides lifesaving nutrition, clean water, education, protection and emergency response saving more young lives than any other humanitarian organization in the world. While millions of children die every year of preventable causes like dehydration, upper respiratory infections and measles, UNICEF, with the support

of partnering organizations and donors alike, has the global experience, resources and reach to give children the best hope of survival. For more information about UNICEF, please visit www.unicefusa.org.

Press Contacts:

Katherine White. Paul Wilmot Communications. 212.206.7447 ext. 22. kwhite@greatpress.com

Marissa Buckanoff. UNICEF. 212/922-2485. mbuckanoff@unicefusa.org