Showcase your creativity to win a $5,000 scholarship while supporting UNICEF's global work for children

Enter the annual Pier 1 Imports®/UNICEF/Owlkids Greeting Card Contest by November 22, 2017 for your chance to win

TORONTO, Nov. 1, 2017 /CNW/
- Canadian children ages 14 or younger are invited to enter the annual Pier 1 Imports/UNICEF/Owlkids Greeting Card Contest to benefit children worldwide. From November 1 through 22, 2017, budding artists are invited to submit their entries illustrating this year's theme, Celebrating Children Around the World, for their chance to win a $5,000 scholarship, $500 for art supplies for their school and have their design featured as an official UNICEF holiday greeting card sold exclusively at Pier 1 Imports stores across Canada during the 2018 holiday season. All proceeds from UNICEF card sales at Pier 1 Imports go directly to supporting UNICEF's life-saving work for children around the world.

"Holiday season is a time for sharing and helping one another. Our annual greeting card contest is all about kids helping other kids. It is a great opportunity for young Canadians
to showcase their talent and creativity, while helping vulnerable children around the World," said Linton Carter, chief development officer at UNICEF Canada.

About the contest
The Pier 1 Imports/UNICEF/Owlkids Greeting Card Contest started in Canada in 2006 to raise awareness among Canadian school children about UNICEF’s work to reach children around the world. It has inspired kids from across the country to use their artistic talents in a meaningful way. Pier 1 Imports started selling UNICEF greeting cards in North America in 1985 and has raised more than $47.8 million in the U.S. and Canada. Funds from the sale of cards support UNICEF programs which provide healthcare, immunizations, clean water, nutrition, food security, education and emergency relief to millions of children and families worldwide.

How to enter and win
Entry forms are available at all Pier 1 Imports stores in Canada while supplies last or online at pier1.ca/unicef, unicef.ca/pier1contest or owlkids.com. All entries must be hand-drawn and received by Pier 1 Imports Canadian Headquarters by November 22, 2017. Submissions will be judged on artistic quality and creative interpretation of this year's theme, Celebrating Children Around the World. To be eligible, participants must be 14 years or younger as of November 22, 2017. The winner of the Grand Prize award in this year’s contest will be announced in January 2018. The four runners-up will receive an Owlkids surprise gift pack that includes a one year subscription to Owl or Chickadee magazines. For official rules, visit pier1.ca/unicef.

Last year's winner
Eleven-year-old Raavin Kaur Johal from Surrey, British Columbia was the contest winner in 2016 – chosen from hundreds of entries – for her interpretation of the theme Peace, Love and Joy. Raavin hopes people will feel peace, love and joy when they see her drawing of a smiling snowman ready to give them a big hug. As the grand prize winner, Raavin's card design has been turned into this season's official UNICEF greeting card now available at Pier 1 Imports stores across Canada. Raavin also won a $5,000 scholarship and $500 for art supplies for her school.
About UNICEF
UNICEF has saved more children's lives than any other humanitarian organization. We work tirelessly to help children and their families, doing whatever it takes to ensure children survive. We provide children with healthcare and immunization, clean water, nutrition and food security, education, emergency relief and more. UNICEF is supported entirely by voluntary donations and helps children regardless of race, religion or politics. As part of the UN, we are active in over 190 countries - more than any other organization. Our determination and our reach are unparalleled. Because nowhere is too far to go to help a child survive. For more information about UNICEF, please visit www.unicef.ca.
SOURCE UNICEF Canada

The annual Pier 1 Imports/UNICEF/Owlkids Greeting Card Contest is open from November 1 through 22, 2017. (CNW Group/UNICEF Canada)

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