



For Immediate Release:

**UNICEF AMBASSADOR LUCY LIU TO LIGHT UNICEF SNOWFLAKE
AT 2009 LIGHTING CEREMONY IN NYC
Louis Vuitton to host reception immediately following the lighting ceremony**

New York, NY (November 11, 2009) –The U.S. Fund for UNICEF announced today that UNICEF Ambassador and actress Lucy Liu will light the UNICEF Snowflake at a special ceremony taking place on Thursday, November 19 in front of the Louis Vuitton Maison Fifth Avenue on 57th Street in New York City.

“We are honored to have Lucy light the UNICEF Snowflake and kick off the giving season in New York City,” said Caryl Stern, President and Chief Executive Officer of the U.S. Fund for UNICEF. “She is a great friend to UNICEF and a dedicated supporter of our mission to reach a day when zero children die from preventable causes.”

The evening’s celebration, which will be telecast live to the Spectacolor CNN billboard in Times Square, will begin at 6:30 PM with a festive recital by Broadway Kids Care, a group of children from current and past Broadway shows who come together to participate in a variety of charitable works. Following their performance, Lucy Liu, Caryl Stern and Daniel Lalonde, President and CEO of Louis Vuitton North America, will take the stage and flip the switch to illuminate the UNICEF Snowflake. Immediately following the ceremony Louis Vuitton, proud sponsor of the UNICEF Snowflake lighting this year, will host a reception to celebrate the lighting in their flagship store on 5th Avenue.

“As a native New Yorker I always look forward to seeing the UNICEF Snowflake light up Fifth Avenue,” said actress and UNICEF Ambassador Lucy Liu. “It reminds me that every day, there are 24,000 children worldwide dying from preventable causes. I am especially proud to support UNICEF and their commitment to change that number to zero.”

Appointed a UNICEF Ambassador in 2004, Liu has used her influence as a force for the survival, protection and development of children worldwide. She has traveled to Lesotho, Pakistan, the Democratic Republic of Congo, Cote d’Ivoire and Peru to witness UNICEF’s life saving work UNICEF and to advocate on behalf of the world’s most vulnerable children.

“Louis Vuitton is honored to partner with such an influential global organization as UNICEF,” said Daniel Lalonde, President & CEO of Louis Vuitton North America. “With our flagship store on the corner of Fifth Avenue and 57th street we are proud to be a partner in this important New York City holiday tradition.”

This year marks the 25th anniversary of the Snowflake. Donated by the Stonbely Family Foundation in 2002, the UNICEF Snowflake has become an iconic fixture in New York City during the holiday season, hanging high above the intersection of 5th Avenue and 57th Street. It was handcrafted by German lighting designer Ingo Maurer and is adorned with 16,000 Baccarat crystal prisms. At 23 feet in diameter, over 28 feet in height and weighing 3,300 pounds, the UNICEF Snowflake is the largest outdoor chandelier of its kind. The UNICEF Snowflake ceremony is open to the public and will be illuminated for the entire holiday season.

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.

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