



## **COINS FOR CHANGE**

**Waddle around and make a difference**

Between December 14<sup>th</sup> and 24<sup>th</sup>, 2007, children can donate virtual coins they've accumulated through playing games on Club Penguin to real world causes.

*Coins for Change* seeks to empower children to choose a cause that matters most to them and affect real change.

During the *Coins for Change* campaign, visitors to Club Penguin can choose to support the environment, children's health or children in developing countries. At the end of the campaign, the New Horizon Foundation, a charitable organization started by the co-founders of Club Penguin, will donate a total of 1 million dollars real cash to three charitable organizations that represent those categories.

The childrens' donations will directly determine what percentage share of the 1 million dollars each organization receives. The results will be announced in Club Penguin on December 25<sup>th</sup>.

The three organizations have been selected based on their commitment making sustainable change in the world and addressing issues that are important to kids.

The three charitable organizations chosen to share in the \$1 million dollar donation are:

### **ENVIRONMENT – *World Wildlife Fund (WWF)* – [www.worldwildlife.org](http://www.worldwildlife.org)**

For more than 45 years, WWF has been working to protect our living planet and helping to build a future where people live in harmony with nature. WWF works to save nature by conserving species and protecting their habitats; by ensuring our use of natural resources is sustainable, and by helping individuals, companies and governments reduce pollution.

### **CHILDREN'S HEALTH – *Elizabeth Glaser Pediatric AIDS Foundation* – [www.pedaids.org](http://www.pedaids.org)**

The Elizabeth Glaser Pediatric AIDS Foundation works to prevent pediatric HIV infection and to eradicate AIDS in children through research, advocacy, and prevention and treatment programs. Internationally, the Foundation has reached nearly 3.6 million women with access to services to prevent the transmission of HIV from mothers to babies, and through the Foundation's programs more than 2.8 million women have been tested for HIV.

**CHILDREN IN DEVELOPING COUNTRIES – *Free The Children* –  
[www.freethechildren.com](http://www.freethechildren.com)**

The world's largest network of children helping children through education, Free The Children has built more than 450 schools around the world and reached more than one million youth through outreach programs in North America. The organization's primary goals are to free children from poverty and exploitation and free young people from the notion they are powerless to affect positive change in the world.