



United Nations Children's Fund
Fonds des Nations Unies pour l'enfance
Fondo de las Naciones Unidas para la Infancia

Office of the Executive Director

UNICEF House
3 United Nations Plaza
New York, New York 10017
(212) 326-7035
Telex: 49620199 / Fax: (212) 326-7758

13 August 2002

Dear Mr. Ruskin,

Thank you for your letter of July 31 regarding a new fundraising initiative by McDonald's that will partly benefit UNICEF.

As you may be aware, UNICEF raises its entire annual budget from the voluntary contributions of governments, foundations, corporations and individual donors. Over the past 56 years, UNICEF's work on behalf of the world's neediest children has benefited significantly from the contributions of businesses large and small. UNICEF relies entirely on this type of voluntary giving to fulfil its mission, and we are proud of our tradition of eliciting corporate support for projects that have greatly benefited millions of children.

McDonald's has taken the initiative to raise money for children, including for UNICEF in a number of countries. In the United States, in October, McDonald's will distribute our "Trick-or-Treat for UNICEF" boxes in their restaurants, which children may use to raise money for UNICEF if they and their parents choose to do so. This initiative will introduce UNICEF and children's issues to millions of people, providing a whole new audience with an opportunity to engage on these issues and make a difference for kids. And as always, the Trick-or-Treat for UNICEF boxes will be available through many other outlets, including the Web. Needless to say, the money raised in the Trick-or-Treat campaign is vital to helping children who are struggling to simply survive. This year it will be used to support the campaign to eradicate polio.

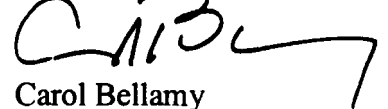
Meanwhile, UNICEF has been unwaveringly clear and straightforward in its approach to child nutrition. Our efforts focus on the tens of millions of children who still do not get enough to eat each day, or whose diets lack the basic micronutrients essential for survival. As you are aware, undernutrition of this sort is associated with half of all child deaths world-wide. In addition, we recognize the increasing problem of overeating and inappropriate eating, especially in poor urban communities across the world, and the impact of these trends on children's health.

Mr. Gary Ruskin
Executive Director
Commercial Alert
3719 S.E. Hawthorne Blvd., #281
Portland, OR 97214

UNICEF has not established a position on the complex nature of the obesity problem or the best ways to address it. We would, however, welcome the opportunity to meet with representatives of your coalition to engage in an open exchange of ideas.

We do very much appreciate your willingness to address your concerns to UNICEF directly and I look forward to a thoughtful and mutually-beneficial exchange.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'C Bellamy', with a long horizontal flourish extending to the right.

Carol Bellamy
Executive Director