Beat: Health

UNICEF Kid Power Launches Free Star Wars - Force for Change Mission

Introducing New Green Kid Power Band

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USPA NEWS - The U.S. Fund for UNICEF introduced on May 23, a new UNICEF Kid Power Band in a special co-branded Star Wars : Force for Change green color to allow kids and Star Wars fans alike to get active and save lives....

The U.S. Fund for UNICEF introduced on May 23, a new UNICEF Kid Power Band in a special co-branded Star Wars : Force for Change green color to allow kids and Star Wars fans alike to get active and save lives. To help fans get excited about unlocking therapeutic food packets, a new Star Wars : Force for Change Mission was launched, on May 23, through the UNICEF Kid Power App, free for every member of the UNICEF Kid Power Team when they update their App. Ashley Eckstein, voice of Ahsoka Tano in both Star Wars : The Clone Wars and Star Wars Rebels, is featured in the new Mission.

Here's how UNICEF Kid Power works: By getting active with the UNICEF Kid Power Band, kids go on Missions to learn about new cultures and earn points. Points unlock funding from partners, parents and fans, and funds are used by UNICEF to deliver lifesaving packets of therapeutic food to severely malnourished children around the world. The more kids move, the more points they earn and the more lives they save. UNICEF Kid Power is a program of the U.S. Fund for UNICEF, and is made possible through the generous support of Presenting Sponsors Star Wars: Force for Change and Target as well as local partners, parents and fans.

And, to make it even easier for families to get active and save lives this summer, UNICEF Kid Power Bands are now available in all Target stores as well as on Target.com.

Globally, 1 in 4 children is malnourished ““ about 159 million children worldwide ““ while 1 in 4 children in the United States is inactive. Malnutrition is attributable to nearly half of all deaths of children under age five, and 16 million children suffer from the most life-threatening form of malnutrition ““ severe acute malnutrition ““ which can require specialized care with therapeutic food packets.

The therapeutic food packets unlocked by UNICEF Kid Power contain a specially-designed protein and vitamin-rich peanut paste, which allows children who are severely malnourished to be treated in their communities and has the potential to transform the lives of millions of malnourished children around the world.

Source : U.S. Fund for UNICEF

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