



FOR IMMEDIATE RELEASE

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UNICEF and Save the Children thank IKEA customers for 11.4 million euro donation

IKEA customers and co-workers have enabled the IKEA Foundation to donate a total of 11.4 million euro to UNICEF and Save the Children projects to help realise every child's right to a quality education following the 2010 IKEA Soft Toys movement.

The IKEA Foundation donated 1 euro for each of the record 8.5 million soft toys sold in over 300 IKEA stores worldwide during 1 Nov to 24 Dec, as well as 1 euro for every Children's IKEA product sold during the final week of the 2010 campaign.

The IKEA Malaysia store had raised RM229,155 and sold 45,831 soft toys.

Since 2003, the annual Soft Toy campaign has enabled donations of over 35.2 million euros, which has supported and helped 8 million children in almost 40 countries worldwide.

The IKEA Foundation believes all children should have access to a quality education. Thanks to this donation, UNICEF and Save the Children can extend current projects and start new ones in 22 countries including Africa, Eastern Europe and Asia. The projects contribute to better water and toilet facilities in schools, improve access to education for minority children, provide educational supplies and train teachers in child-friendly teaching techniques.

"We are very grateful for the support that IKEA customers continue to give to raise funds that will help children worldwide realise their fundamental right to an education" said Leila Pakkala, UNICEF Director of Private Fundraising and Partnerships.

"We would like to thank all the IKEA customers who joined the campaign. Thanks to them and the efforts of IKEA co-workers all over the world, many children will be able to go to school and get an education. We are deeply grateful to them for joining us and the IKEA Foundation in the fight for the actualisation of children's rights to a healthy, secure childhood and a quality education," said Elisabeth Dahlin, Chairman of the Save the Children – the IKEA Foundation Collaboration Steering Committee and Secretary General, Save the Children Sweden.

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About IKEA

Home is the most important place in the world. A personal space and comforting spot where family and friends gather, where children learn and grow. A place where everyone is welcome to just hang out, everyday. IKEA helps to create a better everyday life at home for the many people.

Since its 1943 founding in Sweden, IKEA has offered a wide range of well-designed home furnishings and functional living solutions at prices so low that the many people can afford them. IKEA believes that showing responsibility for people and the environment is a condition for doing good business. This means that IKEA's low prices must not be at the expense of people or the environment – low price but not at any price. IKEA incorporates environmentally friendly efforts into its day-to-day business and continuously supports initiatives benefiting causes such as children and the environment. To date, there are more than 314 IKEA stores in 41 countries. Read about IKEA's sustainability efforts at www.IKEA.com.my/sustainability

About Save the Children

SAVE THE CHILDREN is the world's leading children's rights organization, with 29 national Save the Children offices and operational programs in over 120 countries. The vision is a world in which every child attains the right to survival, protection, development and participation, to deliver immediate and lasting improvements to children's lives worldwide.

About UNICEF

UNICEF is the world's leading child-focused humanitarian and development agency. Through innovative programs and advocacy work, they secure children's rights in virtually every country. The global reach, unparalleled influence on policymakers, and diverse partnerships make UNICEF an instrumental force in shaping a world fit for children. UNICEF is supported entirely by voluntary donations and helps all children, regardless of race, religion or politics.

For further information on this press release, please contact:

Tracy Pang
IKEA Malaysia
603-7720 7272
tracy.pang@ikano.asia