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Join Wonderama and Trick-or-Treat for UNICEF in Times Square on October 30th for the Biggest Halloween Parade in History
Virtual parade to be broadcast online and around the globe

NEW YORK, NY (October 7, 2021) - Wonderama wants you to "add some meaning to your Halloween-ing" and is proud to present the "Biggest Halloween Parade in History," taking place in New York City's Times Square celebrating Trick-or-Treat for UNICEF on October 30, 2021 to be broadcast live at 7:00PM EDT. When we say, "big," we mean it; this parade is 10 stories high! On Halloween Eve, Wonderama will broadcast a parade with 50 hometown Grand Marshals, music, entertainment and more featured virtually on the most recognized billboard in the world at One Times Square, New York City.

Selected Grand Marshals will be showcased as representatives of their hometowns on the bigger-than-life board in Times Square during the broadcast in their Halloween costume, representing their communities all over the world

"This year, Halloween means more than ever and Wonderama and UNICEF USA want communities to 'add meaning to their Halloween-ing' by helping to end the global COVID-19 pandemic through Trick-or-Treat for UNICEF," shares **Wonderama CEO Charles E. Armstrong**.

Trick-or-Treat for UNICEF provides a way for families, schools and all who love Halloween to support communities around the world by raising funds and safely celebrating. This year, funds raised will support UNICEF's lifesaving work to get COVID-19 vaccines where they are needed most - for communities, healthcare workers and families.

"We are pleased to share in the holiday spirit and celebrate Trick-or-Treat for UNICEF with Wonderama in Times Square this year," said **UNICEF USA President & CEO, Michael J. Nyenhuis**. "Trick-or-Treat for UNICEF is America's longest running youth engagement campaign and as this beloved tradition evolves into a fully digital experience, we are excited for all to participate and support our lifesaving work to distribute COVID-19 vaccines where they are needed most."

Throughout October, everyone can participate by virtually starting their own fundraiser or donating to support UNICEF's efforts by visiting www.trickortreatforunicef.org/join. Spread the word on social media by using the hashtag #TOT4UNICEF.

To learn more about the parade, visit www.wonderamatv.com use the hashtag #WonderParade.

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About Wonderama
Wonderama is an award-winning family series known for showcasing kids and their amazing talents. It is a legacy media brand, with a 40+ year history in entertaining kids. Designed to entertain, educate and engage kids and families across multiple platforms through original content, Wonderama blends music performances, science experiments, cooking demos, games, and much more in each entertaining episode. For more Wonderama, visit the wonderamaTV.com, the show's YouTube Channel, Amazon Prime or check local listings.

About UNICEF USA
The United Nations Children's Fund (UNICEF) works in more than 190 countries and territories to pursue a more equitable world for every child. UNICEF has helped save more children's lives than any other humanitarian

organization, by providing health care and immunizations, safe water and sanitation, nutrition, education, emergency relief and more. UNICEF USA advances the global mission of UNICEF by rallying the American public to support the world's most vulnerable children. Together, we are working toward a world that upholds the rights of all children and helps every child thrive. For more information, visit www.unicefusa.org.

Trick-or-Treat for UNICEF began in 1950 when children across the United States collected coins in hand-painted milk cartons to help children affected by World War II. Historically, children have gone door to door on Halloween with the signature orange collection boxes, calling out, "Trick-or-Treat for UNICEF!" Originally a grassroots campaign, Trick-or-Treat for UNICEF has now evolved into a month-long celebration of Halloween and giving back.
Trick-or-Treat for UNICEF is the longest-running youth engagement campaign in America. Since its inception, the annual fundraising campaign has raised over $180 million to help UNICEF support children with health care, nutrition, safe water, education, emergency relief and more. To learn more and get involved, visit www.trickortreatforunicef.org/join.