



**FOR IMMEDIATE RELEASE**

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## **12 Days of Christmas Rewritten to Help Children Around the Globe**

*Golden rings, maids and lords replaced with goats, tools and bikes in new video*

**RICHMOND, Va., Dec. 11, 2012** – Is your local retailer sold out of six geese-a-laying? Don't panic. For 2012, [ChildFund International](http://ChildFundInternational.org) has rewritten the traditional *12 Days of Christmas* carol to include gifts that help children and families across the world. All items are in stock and ready to ship to the 31 countries ChildFund supports.

ChildFund used gifts from its annual [Gifts of Love & Hope catalog](#) to redo the popular holiday song for an [online video](#). Employees volunteered their time to film scenes.

The catalog contains more than 100 items, ranging in price from \$8 to \$42,000 that have been specifically requested for families and children by ChildFund staff on the ground in program countries. Gifts are delivered directly to recipients in just the way they are described and are tax deductible.

Items in the rewritten *12 Days of Christmas* support education, nutrition and more.

*On the first day of Christmas, I gave a child in need, a sapling of a fruit tree,  
On the second day of Christmas, I gave a child in need, two sturdy shoes,  
On the third day of Christmas, I gave a child in need, three mosquito nets,  
On the fourth day of Christmas, I gave a child in need, four laying hens,  
On the fifth day of Christmas, I gave a child in need, five garden tools,  
On the sixth day of Christmas, I gave a child in need, six goats a-milking,  
On the seventh day of Christmas, I gave a child in need, seven machines a-sewing,  
On the eighth day of Christmas, I gave a child in need, eight oxen plowing,  
On the ninth day of Christmas, I gave a child in need, nine bikes for biking,  
On the tenth day of Christmas, I gave a child in need, ten camels toting,  
On the eleventh day of Christmas, I gave a child in need, eleven wellness checkups,  
On the twelfth day of Christmas, I gave a child in need, twelve head of cattle.*

From goats to bikes, gift givers can purchase items from the catalog in the name of a friend, family member or co-worker. Visit [www.ChildFund.org/gifts](http://www.ChildFund.org/gifts) for more ideas and to purchase your unusual gifts this season.

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[bbb.org/charity](http://bbb.org/charity)

ChildFund International is a global child development and protection agency serving more than 13.5 million children and their family members in 31 countries. For more than 70 years, we have helped the world's deprived, excluded and vulnerable children survive and thrive to reach their full potential and become leaders of enduring change. As a member of ChildFund Alliance we create supportive environments in which children can flourish. [To sponsor a child in need, visit the ChildFund website.](#)