

help hungry animals ?



Valentine's cards help hungry kids

Tokyo office worker Mika Yamanokawa expected a loss when she printed 500 Valentine's Day cards to raise money for charity but was surprised to find her idea a winner.

Upset over the excesses of the Japanese-style Valentine's Day, when chocolate companies encourage women to give chocolates to men, Yamanokawa said she decided to use the concept to help hungry children in Third World countries.

She printed 500 Valentine cards, each with pictures drawn by children living overseas. The pictures came from Kids' Earth Fund, a Japanese foundation based in Harajuku, Tokyo, that channels money to Third World children and environmental causes.

Yamanokawa said she originally read of the fund in her company's in-house newsletter.

Yamanokawa had the cards printed with the message:

"Instead of chocolate, I'm giving you a green Earth" and started selling them to female colleagues at Sumitomo Marine and Fire Insurance Co.

They cost her ¥100 each to produce and sold for ¥200, with the difference going to an "Earth tax" fund she established to assist Third World children.

Word traveled around the company and to her surprise, they quickly sold out.

Yamanokawa said it appeared many women were happy to know that their money is going toward helping hungry children instead of being lavished on chocolates.

She said she hopes men will also be pleased with the sentiment expressed in the cards.

"I'll be interested to see how the men respond," Yamanokawa said. "I'll print lots of them next year."

Yamanokawa hopes her idea is adopted nationwide.

THE TAJ

INDIAN RESTAURANT

AKASAKA	SHINJUKU
LUNCH: 11:30AM-2:00PM	
DINNER: 5:30PM-10:00PM (LAST ORDER)	DAILY: 11:00AM-9:00PM (LAST ORDER)
SATURDAY: 11:30AM-10:00PM (LAST ORDER)	
SUNDAY: CLOSED	WEDNESDAY: CLOSED

2-7, AKASAKA 3-CHOME, MINATO-KU, TOKYO 107
TEL. (03)3586-6606/7 FAX. (03)3505-0997
DIAGONALLY OPP. AKASAKA TOKYU HOTEL

14-1 SHINJUKU 3-CHOME, SHINJUKU-KU, TOKYO 160
TEL. (03)3354-2305
SHINJUKU ISETAN MAIN BLDG. 7F