



U.S. Fund for UNICEF and Smithsonian Journeys Announce Journey of a Lifetime Contest

Participants will have the chance to win a 10-day trip for two to Peru

NEW YORK (August 29, 2016) – The Journey of a Lifetime contest, open to U.S. residents ages 18 or older, invites visitors to [UNICEF Market](#) to curate online gift collections for a chance to win a ten day trip for two to Peru with Smithsonian Journeys.

From August 15 through December 31, 2016, UNICEF Market shoppers can choose from more than 8,000 products and 2,000 mood images to curate visual collections that showcase their creativity. They can post the collections to their social media channels to inspire friends and family to buy products that help UNICEF save and improve the lives of the world's most vulnerable children.

UNICEF Market offers handcrafted products that benefit children in need, in addition to supporting artists from Asia, Africa and Latin America. From jewellery to accessories to home décor, each item purchased supports UNICEF programs that provide children with basic necessities such as lifesaving nutrition, medicine, education, clean water, emergency relief and more.

One Grand Prize winner, announced in January 2017, will be awarded with a Smithsonian Journeys *Legendary Peru* ten day trip for two, where they will have the opportunity to see the spectacular sites and artifacts of the Inca Empire as well as learn about contemporary Peruvian culture. Four additional winners will receive a \$100 UNICEF Market gift certificate. Collections will be evaluated based on visual quality and audience appeal.

For more information, visit the Journey of a Lifetime [contest page](#).

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About UNICEF

The United Nations Children's Fund (UNICEF) works in more than 190 countries and territories to put children first. UNICEF has helped save more children's lives than any other humanitarian organization, by providing health care and immunizations, clean water and sanitation, nutrition, education, emergency relief and more. The U.S. Fund for UNICEF supports UNICEF's work through fundraising, advocacy and education in the United States. Together, we are working toward the day when no children die from preventable causes and every child has a safe and healthy childhood. For more information, visit www.unicefusa.org.

About Smithsonian Journeys

Smithsonian Journeys, the Smithsonian Institution's worldwide travel program, is an enduring leader in expert-led cultural and enrichment travel, offering more than 350 journeys on all seven continents.

Smithsonian Journeys programming features exclusive access and unforgettable experiences, uncovering the authentic culture of each destination and providing access unavailable to most travelers. The Smithsonian Journeys tour collection includes small-group, air-inclusive tours, small-ship ocean and river cruises, multigenerational family travel, around the world by private jet experiences and tailor-made travel options. For more information, visit [SmithsonianJourneys.org](https://www.smithsonianjourneys.org).

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