UNICEF Kid Power

- UNICEF Kid Power is a philanthropic initiative that was launched in 2015 as a division of the US Fund for UNICEF.
- It marks UNICEF’s first foray into the hardware space.
- UNICEF Kid Power, with the help of California-based technology firm Calorie Cloud and design studio Ammunition, developed the world's first "Wearable for Good" activity tracker called Kid Power Bands.
- These bands act as a kids’ fitness tracker bracelet that connects to a smartphone app.
- The app lets users complete missions, which counts total steps and awards points. The points then unlock funding from partners, which is then used by UNICEF to deliver packets of therapeutic food to severely malnourished children around the world.
- ‘UNICEF Kid Power’ has listed 13 Yoga stretches and poses for children