



Wednesday, 28 April 2010

MEDIA RELEASE – FOR IMMEDIATE RELEASE

BUILDING RESILIENCE, EMPATHY AND COMPASSION IN AUSSIE KIDS A NATIONAL FIRST, THE 'KIDS HELPING KIDS AWARDS'

For the first time in Australia, the nation's teachers and students have an opportunity to see their tireless fundraising efforts celebrated and nationally recognised in the inaugural 'Kids Helping Kids Awards'.

With entries opening on 30 April, the first Kids Helping Kids Awards will recognise and reward the work of Australian schools and educators working to develop the next generation of strong, empowered and resilient children.

As the debate rages around the impact of 'helicopter parenting', and the perception that parents and educators are unable or unwilling to honestly appraise and critique children's attitudes, behaviour and actions, SchoolAid goes a long way towards addressing the issue by building resilience in the next generation of strong social citizens. SchoolAid projects encourage empathy, philanthropy and care in Australian kids, tapping into their innate compassion for their peers and kids in need, whilst fostering leadership, resilience and independence in young Australians everywhere. The 'Kids Helping Kids Awards' provides a much-needed avenue for these critical life skills and values to be rewarded through a national Awards program.

Leonie Trimper, President of the Australian Primary Principals Association, and strong supporter of SchoolAid and the Awards, says, *"SchoolAid is a unique organisation, whose sole purpose is to nurture and support the next generation of Australian philanthropists. The Kids Helping Kids Awards is the first time in Australia we have had a process to acknowledge the ongoing and significant giving taking place in primary schools across the nation every day. We cannot underestimate the significance of philanthropic behaviour and values-based programs such as SchoolAid in fostering independence and empathy in our young children."*

In addition, the 'Kids Helping Kids Awards' has an amazing group of committed celebrity Ambassadors and Judges, including media commentator and children's author, **Andrew Daddo**, and former captain of the World Champion Australian Netball team, **Anne Sargeant**, represent the wealth of Australia's media and sporting personalities with a philanthropic heart. They will

personally visit winning schools throughout November 2010 to meet students, recognise their achievements and present prizes.

Finalists for each of the six Awards categories, and the overall 'Best of the Best' Award, will be selected by a panel of judges representing fields of education, philanthropy and commerce, including **Professor Rosemary Ross Johnston**, Director of the UTS Centre for Children and Youth, **Zoe Eaton**, Cartoon Network's Associate Director of Marketing and **Jane Mackarell**, Microsoft's National Academic Programs Manager.

For more details about the Kids Helping Kids Awards please visit www.schoolaid.org.au

Ambassadors	Judges
Andrew Daddo - media commentator and children's author	Jane Mackarell - Microsoft's National Academic Programs Manager
Anne Sargeant OAM - former captain of the World Champion Australian Netball team, netball coach and sports commentator	Mark Sparvell - Microsoft's Worldwide Innovative Teacher 2009 and Principal from Kadina Primary School
David Wirrpanda - former professional AFL player and now Director of the David Wirrpanda Foundation	Professor Rosemary Ross Johnston - Director of the UTS Centre for Children and Youth: Culture and Wellbeing
Sara Haghdooosti - student activist and high profile member of Australia's Iranian Community	Sara Haghdooosti - youth activist and high profile member of Australia's Iranian community
Steve Crombie - activist and adventurer	Sean Gordon - SchoolAid Founder and former school principal
Stone Parade - award winning Aussie band who recently performed in the Rock the Schools tour	Zoe Eaton - Cartoon Network's Associate Director of Marketing

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Note to media - SchoolAid founder Sean Gordon is available for interviews. Interviews with Awards Ambassadors and Judges can be arranged on request.

About the Kids Helping Kids Awards

The 2010 Kids Helping Kids Awards is supported by the Tim Fairfax Family Foundation www.tfff.org.au; Microsoft through its Partners in Learning Initiative (PiL) www.microsoft.com.au/partnersinlearning; and Cartoon Network www.cartoonnetwork.com.au The Awards are endorsed and supported by leading teacher and principal peak bodies including the Australian Primary Principals Association and Principals Australia.

About SchoolAid

SchoolAid is a non-profit organisation which provides resources to principals and teachers to support them in creating philanthropic, caring students. SchoolAid believes that children have an innate sense of compassion and empathy, particularly for other children, and we provide children with the means to engage with children around the world – **kids helping kids** – and turn their fundraising efforts into genuine, engaged philanthropy.

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