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MEDIA RELEASE – FOR IMMEDIATE RELEASE

STRONG GOVERNMENT SUPPORT FOR THE FIRST EVER 'KIDS HELPING KIDS AWARDS'

Senator The Hon. Ursula Stephens, Parliamentary Secretary for Social Inclusion and the Voluntary Sector has expressed her strong support for the nation's first Awards program rewarding and recognising outstanding achievements in school-based philanthropy.

Senator Stephens commended SchoolAid on establishing the Kids Helping Kids Awards, saying, *"So often wonderful philanthropic acts fly under the radar. These new Awards will celebrate and elevate these activities to a national level, inspiring and motivating others to experience the deep rewards of giving. We know that those who learn about the importance of giving at an early age tend to become life-long donors and volunteers. SchoolAid helps teachers and parents to instill in children these vital 'habits of the heart'."*

The inaugural Kids Helping Kids Awards will acknowledge the empathy and innate compassion of Australian school children, whilst recognising the tireless work of schools and educators who nurture and encourage the next generation of philanthropists. SchoolAid's sponsors, Microsoft and Cartoon Network are providing an incredible range of technology and entertainment prizes to recognise and reward these achievements, whilst the Tim Fairfax Family Foundation is a primary supporter of the Awards.

Entries for the Kids Helping Kids Awards are now open, with schools across the nation ready to share their stories of support for kids in their local communities, around Australia, and throughout the world – anywhere kids are in need.

In addition to strong government support, The Kids Helping Kids Awards has the endorsement of the Australian Primary Principals Association (APPA), Principals Australia (PA) and state Education Departments across Australia. SchoolAid encourages philanthropy in Australian kids, tapping into their innate concern for their peers and kids in need everywhere, whilst fostering leadership, resilience and independence. 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.

The Kids Helping Kids celebrity Ambassadors, including media commentator and children's author, **Andrew Daddo**, and former captain of the World Champion Australian Netball team, **Anne Sargeant OAM**, represent the wealth of Australia's media and sporting personalities with a philanthropic heart. Awards Ambassadors 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 expert 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 Haghdoosti - student activist and high profile member of Australia's Iranian Community	Sara Haghdoosti - 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 and CEO Julie Urquhart are available for interviews.

Interviews with Awards Ambassadors and Judges can be arranged on request.

About SchoolAid

SchoolAid is a non-profit organisation which provides resources to principals and teachers to support them in creating philanthropic, caring students. SchoolAid provides children with the means to engage with children around the world – **kids helping kids** – and turn their compassion into action.

Kids Helping Kids Awards Partners

The 2010 Kids Helping Kids Awards is supported by:

- **Tim Fairfax Family Foundation**
- **Microsoft** through its **Partners in Learning Initiative**
- **Cartoon Network**

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