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MEDIA RELEASE – FOR IMMEDIATE RELEASE

## NEW PRIME MINISTER JULIA GILLARD ENDORSES LONG OVERDUE RECOGNITION FOR COMPASSIONATE AUSTRALIAN SCHOOLS

In her former role as Education Minister, Australia's new Prime Minister **The Hon Julia Gillard MP**, welcomed Australia's first national awards program established to recognise the enormous impact of philanthropic activity in Australian schools.

*"I am pleased to extend my support to the SchoolAid 2010 Kids Helping Kids Awards. SchoolAid is an exceptional organisation that encourages and supports teachers, principals, students and whole school communities to unite and raise money for children that are in a less fortunate situation. Sadly, there are children that live in very difficult circumstances and many families struggle to meet the demands of everyday life. It is important for us to recognise this and extend a helping hand.*

*The Kids Helping Kids Awards scheme is a fitting way to acknowledge the hard work, generosity and compassion that has been extended by school communities to those in need. It is typical of the Australian spirit to donate time, effort and money and lend a hand when times are tough. SchoolAid facilitates the generosity of school communities and helps put their fundraising ideas into action.*

*There are a myriad of benefits that come with being involved in a fundraising activity; it connects communities, promotes social activity, broadens our understanding of our diverse society, enables our compassion to be put into action and most importantly benefits children in need. I encourage all schools to get involved, be proud of your achievements and celebrate the generosity of Australians for those in need."*

SchoolAid's inaugural **Kids Helping Kids Awards** is open for entry until 15 September, with entries streaming in from schools in each and every state and territory in Australia. Interest in the Awards and the work of SchoolAid delivers an overwhelming message from educators that this long overdue program provides much needed acknowledgement of the estimated \$11 million\* generated for charities and kids in need by schools-based giving in Australia each year.

The Awards will recognise and reward the outstanding fundraising achievements of Australian schoolkids, as well as the tireless work of the teachers and principals helping to develop the next generation of philanthropists. Kids Helping Kids Awards partners, 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.

In addition to strong government and community 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.

Registrations for the Kids Helping Kids Awards are open now. Visit [www.schoolaid.org.au](http://www.schoolaid.org.au) to download the registration form.

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

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**Note to media - SchoolAid founder Sean Gordon and CEO Julie Urquhart are both 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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*\*This figure is a SchoolAid estimate based on the average sum raised by each school for a SchoolAid appeal and then multiplied by an average number of fundraising events schools conduct in a year.*