



Monday, 1 November 2010, 9:00am

MEDIA RELEASE – FOR IMMEDIATE RELEASE

CONGRATULATIONS TO OUR WINNING SCHOOLS IN THE KIDS HELPING KIDS AWARDS!

Following an incredible response from schools right across Australia, and considerable deliberation from our esteemed Judging Panel, SchoolAid announces the winners in the inaugural KIDS HELPING KIDS AWARDS!

Congratulating our winning schools, SchoolAid's Founder and Awards Judge Sean Gordon said, "The amazing giving that takes place in schools every day in schools is often overlooked, but its impact is enormous. Schools and the educators within them drive philanthropy and encourage the development of Australia's next generation of caring, empathetic individuals. The Kids Helping Kids Awards was created to recognise and reward school-based giving. So it's with great pleasure that I send all the winning schools my heartfelt congratulations for their achievement in the Awards!"

Throughout November and December, our winning schools will receive personal visits from our celebrity Ambassadors **Andrew Daddo, Anne Sargeant, Sara Haghdoosti, Steve Crombie, Stone Parade, David Wirrpanda and Cartoon Network's Ben 10 and his inflatable obstacle course.**

Ambassadors will meet the students and teachers, spend time with the kids and personally deliver their amazing cash, technology and entertainment prizes!

Everyone's a winner, with all participating schools appearing on our 'virtual honour roll' <http://www.schoolaid.org.au/awards/awards-honour-roll.aspx> and receiving a certificate for their participation in the Awards.

The Kids Helping Kids Awards has had an incredible first year, with 162 entries received from schools right across our nation. Our winners, by category, are:

Microsoft Most Innovative- The Wilderness School (SA)
Outstanding Individual Teacher- Sorell Public School (TAS)
Sustainability- Keyneton Primary School (SA)
Biggest Fundraiser- St Lawrence's Primary School (WA)
Best Local Project- Greenlands Primary School (QLD)
Cartoon Network Hero Award- Beaumaris North Primary (VIC)
Jetstar Best of the Best- Sorell School (TAS)

SchoolAid would like to take this opportunity to thank our wonderful Awards partners, including the **Tim Fairfax Family Foundation** is our primary partner in the Kids Helping Kids Awards. **Microsoft** through its 'Partners in Learning' initiative has partnered with SchoolAid for the Awards and donated amazing technology prizes for our winning schools. **Cartoon Network's** partnership has provided both promotion for the Awards to their audience of young Aussies, and amazing entertainment prizes for the winner of the 'Cartoon Network Hero Award'.

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

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Note to media - SchoolAid founder Sean Gordon is available for interviews. Interviews with Awards Partners, 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; Jetstar Airways www.jetstar.com.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.

For further information, please contact:

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