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MEDIA RELEASE – FOR IMMEDIATE RELEASE

STELLAR LINE UP OF CELEBRITY AMBASSADORS AND JUDGES ENDORSE A NATIONAL FIRST, THE ‘KIDS HELPING KIDS AWARDS’

Teachers and students across Australia are being given the opportunity to celebrate and showcase their outstanding fundraising activities with the Inaugural Kids Helping Kids Awards.

Launching on 20 April 2010, the Kids Helping Kids Awards, facilitated by SchoolAid, has attracted a diverse and high profile team of celebrity Ambassadors and Judges, in Australia’s first national program committed to recognising and rewarding school-based philanthropy.

The ambassadors, 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.

Commenting on his support of the awards, Andrew Daddo says: “I remember the focus of our time at school was on academic and sporting achievement. The life lessons were generally learnt at home. It’s good to know that these days, with programs like Kids Helping Kids, children learn about the benefits of helping, it’s not something everyone does instinctively. It’s a good lesson, one that will hold all children in good stead for the rest of their lives.”

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.

SchoolAid’s founder, former school principal and member of the Awards Judging Panel, Sean Gordon, says, “This is the culmination of years of thought around just how to best recognise and

reward Australia’s budding philanthropists. The first Kids Helping Kids Awards provides Australia’s first national framework whereby kids and schools can be recognised for the great philanthropic work they do and their generosity celebrated within their community and across the country. It’s also a great opportunity to win some great prizes and have a celebrity visit their school!”

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;
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 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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