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MEDIA RELEASE – FOR IMMEDIATE RELEASE

SCHOOLAID AND JETSTAR JOIN FORCES FOR THE KIDS HELPING KIDS AWARDS

In an Australian first, nonprofit SCHOOLAID and Australian low fares airline JETSTAR have joined forces to collaborate on the inaugural KIDS HELPING KIDS AWARDS, established to recognise and reward schools-based philanthropy. Jetstar General Manager Marketing and PR, David May said SchoolAid was a terrific way to align Jetstar's already established World Vision 'StarKids' program with SchoolAid's work to benefit children in the disadvantaged Asian communities they service.

'Jetstar is very proud to partner with SchoolAid in this unique Awards program, fostering positive change in school communities both here and abroad,' Mr May said.

'We see our alignment with SchoolAid as an extension of our commitment to our World Vision StarKids partnership that supports projects for communities in the poorer Asian destinations we fly to. It's a great way to highlight the needs of children of these poorer areas of the world and encourage Australian kids to lend their support.'

'We're certain that through specific SchoolAid projects and through our support of the KIDS HELPING KIDS AWARDS, we'll be able to significantly benefit these StarKids communities for many years to come,' he said.

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.

In addition, the Awards recently received the endorsement and support from Australia's new Prime Minister **The Hon Julia Gillard MP**, who welcomed Australia's first national awards program established to recognise the enormous impact of philanthropic activity in Australian schools.

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. In addition to the **Jetstar** partnership providing travel for the Awards Ambassadors to visit winnings schools and the provision of a prize for the overall winning school, other 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.

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Registrations for the Kids Helping Kids Awards are open now. Visit www.schoolaid.org.au to download the registration form

Kids Helping Kids Awards Ambassadors	Kids Helping Kids Awards 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
	Karen Loblay - Philanthropist and founder of the Matana Foundation

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:

- **Jetstar Airways**
- **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.*

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