



Monday, 9 May 2011

MEDIA RELEASE – FOR IMMEDIATE RELEASE

NOW IN ITS SECOND YEAR, THE ‘KIDS HELPING KIDS AWARDS’ - SHOWCASING OUTSTANDING PHILANTHROPIC SCHOOLS!

It's on again, and entries are open from today! Thousands of Australian schools will be in the running to be recognised and rewarded for their inspiring fundraising, in the 2011 Kids Helping Kids Awards!

The 2011 Awards sees the return of our incredible group of celebrity Ambassadors - including media commentator and children's author, **Andrew Daddo**, former captain of the World Champion Australian Netball team, **Anne Sargeant**, and author and Adventurer, **Steve Crombie** - all of whom are committed to our goal of nurturing and celebrating schools-based fundraising and philanthropy, and the innate compassion and empathy of Aussie schoolkids!



Following his visit to Sorell School in Tasmania, last year's 'Best of the Best' overall Award winner, Andrew Daddo said: ***"The best part about Kids Helping Kids is not winning the awards (which is very cool) but knowing you did your bit to make the world a better place. It sounds pretty full on, I know. But meeting the kids at Sorrel in Tassie last year I got to see first hand how much better it makes everyone feel to help out. And, they won some great prizes."***

Winners in each of the six Awards categories will meet and spend time with our Ambassadors, as well as receiving amazing prizes donated from our 2011 Awards Partners **Cartoon Network** and **STAEDTLER!**

SchoolAid's Founder, former primary school principal **Sean Gordon** said, *"The Awards are the culmination of years of hard work by the SchoolAid team on how to best to celebrate with and acknowledge the next generation of Australian philanthropists. We know that there are countless groups and individuals working tirelessly in schools to support kids less fortunate than themselves, and these Awards are just one way to shine a spotlight on their causes. The Kids Helping Kids Awards rewards outstanding schools with amazing prizes for their schools, but more importantly, provides the recognition they deserve from their community and right across the nation for their incredible philanthropy. When we tell their story it is a terrific inspiration for others to emulate their efforts in making the world a more hopeful place to grow up in. Good luck to everyone!!"*

For details on the 2011 Kids Helping Kids Awards, please visit www.schoolaid.org.au

**KIDS HELPING KIDS AWARDS
CELEBRITY AMBASSADORS**

Andrew Daddo –

media commentator and children's author

Anne Sargeant OAM –

former captain of the World Champion Australian Netball team, netball coach and sports commentator

David Wirrpanda –

former professional AFL player and now Director of the David Wirrpanda Foundation

Sara Haghdoosti –

student activist and high profile member of Australia's Iranian Community

Steve Crombie – activist, adventurer and author of 'By Any Means'

KIDS HELPING KIDS AWARDS JUDGES

Sean Gordon-

SchoolAid Founder and former Primary School Principal

Professor Rosemary Ross Johnston -

Director of the Australian Centre for Child and Youth; Culture and Wellbeing, University of Technology, Sydney (UTS)

***Note to media - SchoolAid founder Sean Gordon is available for interviews, and Interviews with our Awards Ambassadors can be arranged on request.**

About the 2011 Kids Helping Kids Awards

The 2011 Kids Helping Kids Awards Partners to date are Cartoon Network www.cartoonnetwork.com.au and STAEDTLER www.staedtler.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 delivering campaigns and appeals, and providing resources to Australian 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:

Julie Martin
Programs and Communications
Manager
SchoolAid Australia
0407 616 984
juliemartin@schoolaid.org.au

Nicky McEnery
Online Marketing Manager
SchoolAid Trust
02 9514 5301
0425 858 030
nicky@schoolaid.org.au