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MEDIA RELEASE – FOR IMMEDIATE RELEASE

SCHOOL AID EMBRACES THE CHALLENGE TO FOSTER PHILANTHROPY WITH THE 2011 KIDS HELPING KIDS AWARDS!

Following recent statements by the 2011 Australian of The Year, Simon McKeon, that Australians fall behind their North American and European counterparts in embracing philanthropy, and that, “fostering giving among the rich should be a national challenge”, SchoolAid willingly takes up the mantle by nurturing Australia’s next generation of philanthropists - schoolchildren.

A culmination of many years of thinking about how best to celebrate and encourage the next generation of Australian philanthropists, and now in its second year, the 2011 **KIDS HELPING KIDS AWARDS** ensures the thousands of Australians students and schools spending countless hours devoting energy towards fundraising for other kids in need will be recognised and rewarded for their inspirational philanthropic efforts.

SchoolAid’s community of over 3,500 schools will again celebrate their fundraising and philanthropy through this year’s Awards, as well as sharing their stories to inspire philanthropy on the SchoolAid website. The Kids Helping Kids Awards provides outstanding schools with amazing prize rewards, but more importantly, provide the recognition the schools and their young charges deserve from the community for their incredible philanthropy. SchoolAid believes our work will encourage young Australians to make philanthropy at every level a central value as they grow adults, influencers and leaders.

Winners in each of the six Awards categories will meet and spend time with our Ambassadors such as author and media personality, **Andrew Daddo**; Australia’s most famous netballer, **Anne Sargeant**; indigenous ALF star and philanthropist, **David Wirrpanda**; and Author and Adventurer, **Steve Crombie** - as well as receiving amazing prizes donated from our 2011 Awards Partners **Cartoon Network** and **STAEDTLER!**

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

<p>KIDS HELPING KIDS AWARDS CELEBRITY AMBASSADORS</p> <p>Andrew Daddo – media commentator and children's author</p> <p>Anne Sargeant OAM – former captain of the World Champion Australian Netball team, netball coach and sports commentator</p> <p>David Wirrpanda – former professional AFL player and now Director of the David Wirrpanda Foundation</p> <p>Sara Haghdoosti – student activist and high profile member of Australia's Iranian Community</p> <p>Steve Crombie – activist, adventurer and author of 'By Any Means'</p>	<p>KIDS HELPING KIDS AWARDS JUDGES</p> <p>Sean Gordon- SchoolAid Founder and former Primary School Principal</p> <p>Professor Rosemary Ross Johnston - Director of the Australian Centre for Child and Youth; Culture and Wellbeing, University of Technology, Sydney (UTS)</p>
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***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:

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