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The Kids First Fund is Created to Assist Sexually and Physically Abused Children in Developing Countries

Milwaukee, Wisconsin, April 21, 2000. The Kids First Fund, Inc. announced its formation today with a mission of helping sexually and physically abused children, handicapped children and pregnant teenagers in developing countries. The Kids First Fund also announced its board of directors today.

Jay Sorensen, President and Founder of the Kids First Fund said, "Every dollar donated to Kids First will go to abused kids in developing countries such as Latvia, because we are entirely a volunteer organization. We passionately believe that the development and care of children should be our first and primary concern."

"The Kids First Fund has a great board," said Sorensen. "We have professionals from a wide variety of international corporations, a former Latvian Ambassador to the United

States, a U.S. Congressman and a champion NHL Goalie who grew up in Riga. This is truly a board of directors that is determined to make a difference in the lives of kids."

The board reflects the global nature of The Kids First Fund and is comprised of the following officers and directors:

- ?? Jay Sorensen (President), President of IdeaWorks, Milwaukee
- ?? Jose Oller (Vice President) Partner, tmp.worldwide, Dallas
- ?? Robert Bahlman (Treasurer) CFO of Midwest Express Airlines, Milwaukee
- ?? Stuart Benzal (Director), Director, A.T. Kearney, London
- ?? John DeGregorio (Director), International Counsel, Kimberly-Clark, London
- ?? Rogers Grigulis (Director), Riga
- ?? Ambassador Ojars Kalnins and Irma Kalnins (Directors), The Latvian Institute, Riga
- ?? Dr. Valdis Rande (Director), Retired Director of Bulduri Family Care Centre, Riga
- ?? Arturs Irbe (Director), NHL Goalie for the Carolina Hurricanes, Raleigh
- ?? Jeff Patrias (Director), Senior Vice President, The Lacek Group, Minneapolis

In addition to the above directors, U.S. Congressman Tom Barrett (Wisconsin) is an honorary director of The Kids First Fund.

The Bulduri Family Care Centre, located in the developing country of Latvia, will be one of the initial recipients of funding and support. The Centre serves children from all over Latvia and represents the Country's sole facility to care for abused children. The Centre represents true progress in meeting the goal of serving children who are orphans, handicapped, sexually abused, physically abused and pregnant teenagers.

The Centre was started in March, 1994 by Dr. Valdis Rande (a Kids First Fund director) who is a pediatrician and retired chief of surgery for Riga Children's Hospital. The Centre is a collection of owned and leased buildings located in a wooded area just minutes from

the Baltic sea and the beaches of Jurmala. Approximately 130 kids currently receive care at the Centre.

The Kids First Fund will raise funds to improve conditions for the children at the Bulduri Family Care Centre. Financial support will provide improvements to the children's diet and health care, increase the number of care providers, create access to new methods of therapy and provide play and athletic areas. Financial support will also increase the total number of children accommodated by the Centre and provide follow-up counseling and technical training for children who leave the Centre as adults.

The Kids First Fund, as a U.S. based organization, will conduct its fundraising activities among individuals, corporations and private foundations who care about abused and abandoned children. The Kids First Fund, Inc. is recognized by the IRS as a 501-c-3 non-profit organization and donations are tax deductible. Information about The Kids First Fund is available through the organization's listing on the www.guidestar.com Internet site.

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