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Press Release

## **Bid and Win at the World's Largest Online Travel Auction**

*Span the globe with the 6th annual Online Travel Auction for Kids' 150+ items.*

Shorewood, Wisconsin (February 26, 2010) . . . The 6th International Online Travel Auction for Kids, the world's largest online travel auction to benefit children, kicks off March 1, 2010. The 2010 event will be the biggest ever with a wider array of international destinations and numerous new donor travel companies. All money raised from the auction benefits abused children in resource-poor countries.

The auction begins March 1 and will be conducted in three phases, with the final phase starting March 15. Airline tickets, luxury hotel stays, car rentals, frequent flier miles, and frequent guest points are included in this year's auction items. Information can be found at [www.KidsFirstAuction.com](http://www.KidsFirstAuction.com).

Travel experiences from all over the world are included this year:

- Fly courtesy of Qatar Airways to Athens, Beijing, Casablanca, Doha, Zurich and 81 other destinations.
- Choose an ultra long haul flight between London and Malaysia on AirAsia X in the grand comfort of a lie-flat bed.
- Enjoy rock star treatment between Los Angeles and Sydney on Richard Branson's newest international airline, V Australia.
- Bid on Premium Economy travel on Virgin Atlantic Airways between any US gateway and London.
- Fly from Paris and walk across the Bosphorus to Asia on a flight to Istanbul with Pegasus Airlines.
- Make a mid-Atlantic stopover in Ponta Delgada in the Azores on SATA Air Acores.

The March 1 auction will feature 150+ travel items donated by the following companies: Air Arabia, AirAsia X, airBaltic, AirTran Airways, Alaska Airlines, Aloft Hotels, Argus Car Hire, Avis Car Rental, Budget Car Rental, Choice Hotels International, Delta SkyMiles, Endless Vacation Rentals, JetBlue Airways, Martinair, Pegasus Airlines, Qatar Airways, RCI Vacations, Reval Hotels, SATA Air Acores, SWISS International Air Lines, Tune Hotels, V Australia, Virgin Atlantic Airways, Vueling Airlines, and Wyndham Hotels & Resorts.

The funds from this year's auction will help children in the poorest regions of eastern Europe. Countries such as Latvia and Moldova have been particularly punished by the global recession. Projects in Latvia include a new \$1.1 million family shelter in a region where mothers and children have been hit hard by economic collapse. Programs in Moldova will reach into desperately poor rural areas of this former Communist republic to identify abused and abandoned children and get them to a safe place.

The International Online Travel Auction for Kids reaches a worldwide audience with past bidders from the United States, Canada, Australia, India, United Kingdom, Brazil, Germany, South Africa, and Russia.

### **Auction Details**

- Pre-auction website: [KidsFirstAuction.com](http://KidsFirstAuction.com)
- 1st auction group: March 1, 2010 (7-day auction)
- 2nd auction group: March 8, 2010 (7-day auction)
- 3rd auction group: March 15, 2010 (7-day auction)
- More information is available at [KidsFirstAuction.com](http://KidsFirstAuction.com)
- eBay auction name: KidsFirstFund

**About the Kids First Fund.** The Kids First Fund helps abused and abandoned children. We protect children from abuse. We empower young adults with a positive future. We strengthen families. We build awareness of child abuse. We operate in countries where resources are very limited. The Kids First Fund is a very efficient non-profit organization and does not incur any expenses since all staffing and services are donated. The organization has been granted special consultative status with the Economic and Social Council of the United Nations. Learn more at [KidsFirstFund.org](http://KidsFirstFund.org).