



Media Contact: Jay Sorensen
Telephone: 01-414-961-1939
www.KidsFirstFund.org

Press Release

2011 Family Friendly Airline Award Isn't Just Kidding Around

*First-ever award organized by Kids First Fund, sponsored by
Wyndham Hotels & Resorts, will honor the world's best airline for family travel.*

Shorewood, Wisconsin (January 27, 2011) – Tired toddlers, famished first-borns and put-upon parents – family vacations offer worthwhile rewards and significant difficulties for millions of travelers around the world. Travel providers who recognize this unique challenge deserve extra recognition.

That's why the Kids First Fund is introducing the **Family Friendly Airline Award** to identify carriers that provide needed services and extra comfort for children and parents. The selection process begins today by inviting airline executives to nominate their carrier for the award. A team of travel industry leaders will choose five airline finalists from among the nominees.

The list of airline finalists will be announced March 1, 2011 and travelers are invited to vote at the new Kids First Fund page on Facebook. To encourage voting, a winner of two nights at any Wyndham Hotels & Resorts location worldwide will be randomly chosen among those who add "Kids First Fund" as a "Liked" page. Facebook polling will close March 28, 2011, which is the first day of the 7th annual International Online Travel Auction for Kids.

"The Family Friendly Airline Award recognizes airlines for smart business practices," said Jay Sorensen, president of the Kids First Fund. "By providing services to enhance travel for children and parents, savvy airlines know they are also addressing the needs of business travelers. Happy and contented child travelers create a better cabin environment for all."

Airline executives are asked to submit nominations using the instructions provided at the Facebook page for the Kids First Fund. Nomination requirements are simple: 1) the airline must describe why it deserves the distinction, and 2) there is a limit of one nomination per airline to be received by February 20, 2011.

Kids First Fund Press Release Page 2

The Kids First Fund is privileged to welcome the following travel industry leaders as judges in the selection of five airline finalists:

- Mr. Peter Harbison, executive chairman of the Centre for Asia Pacific Aviation.
- Ms. Lisa Moore, vice president of marketing for Travelzoo North America.
- Dr. John O'Connell, Department of Air Transport, Cranfield University (UK).
- Ms. Flo Lugli, executive vice president of marketing, Wyndham Hotel Group.
- Mr. Howard Putnam, motivational speaker and former CEO of Braniff Airlines and Southwest Airlines.

“Support for this award is a natural for Wyndham Hotels & Resorts because we recognize parents are also business travelers,” said Flo Lugli, executive vice president of marketing, Wyndham Hotel Group. “Wyndham is one of the largest hospitality companies across six continents and our mix of brands provides exceptional value for moms and dads when they are traveling on business or enjoying a well-deserved family holiday.”

Here are key dates associated with the Family Friendly Airline Award for 2011:

Date	Kids First Fund Events
January 27, 2011	Call for nominations from airline executives.
February 20, 2011	Nomination period closes.
March 1, 2011	List of 5 airline finalists announced. Public voting begins at the Kids First Fund Facebook page.
March 28, 2011	Voting closes at the Kids First Fund Facebook page. International Online Travel Auction for Kids begins at www.KidsFirstAuction.com

About the Wyndham sponsorship: Wyndham will provide a 2-night certificate valid at any participating Wyndham Hotels and Resorts location for a stay occurring during 2011.

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 limited. The Kids First Fund 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.

About Wyndham Hotels & Resorts: Wyndham Hotel Group, part of the Wyndham Worldwide family of companies (NYSE: WYN), encompasses nearly 7,200 hotels and nearly 606,000 rooms in 65 countries under 12 brands: Wyndham Hotels and Resorts, Ramada, Days Inn, Super 8, Wingate by Wyndham, Baymont Inn & Suites, Microtel Inns and Suites, Hawthorn Suites by Wyndham, TRYP by Wyndham, Howard Johnson, Travelodge and Knights Inn brands. In addition, the company has a license agreement to franchise the Planet Hollywood Hotels brand.