



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

Press Release

## **Vote is Underway for the World's Best Airline for Family Travel**

*Choice is among six airline finalists:  
Air Transat, Emirates, Jetstar, Kingfisher, Qatar Airways, and TAM.*

Shorewood, Wisconsin (March 3, 2011) – The judges have scored their ballots and the results are in; six airlines are finalists for the Family Friendly Airline Award. The Kids First Fund introduced this award to identify carriers that provide needed services and extra comfort for children and parents. The process began when a team of travel industry leaders reviewed nominations. It continues today with Facebook friends from all over the world invited to vote for the following six finalists:

- **Air Transat's** Kids Club invites children enjoy benefits such as a welcome kit, dedicated airport counters, prize drawings, and an onboard birthday celebration.
- **Emirates'** Children's Product includes a colorful rucksack filled with plush toys, Dr. Seuss books, kid's magazine, and abundant onboard video entertainment.
- **Jetstar** offers a family website, theme park tickets sold at check-in, "Kids Fly, Stay, Play and Eat Free" offers, and will rent iPads with kid's eBooks and games.
- **Kingfisher's** Little Wings program allows kids collect backpacks, model aircraft, and watches based on flights flown, and enjoy a kid's oriented in-flight magazine.
- **Qatar** provides a special kid's zone in its lounges, pampers kids with toys, meals and movies, and provides staff special training to help autistic child travelers.
- **TAM** Kids program makes aviation fun with a website, Kid Captain badge, and an invitation to make in-flight announcements and help attendants deliver candies.

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 above airline list provides a brief summary of each carrier's program; more details are available at the Kids First Fund page on Facebook.

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“Judging the nominations provided a global view of the services airlines provide for children and families,” said Lisa Moore, vice president of marketing for Travelzoo North America. “These airlines are also savvy marketers, because they know a happy child creates a better in-flight experience for all, from weary parents to business travelers seeking peace and quiet.”

The winning airline will be announced on March 28, 2011. This is also the day bidding begins on 200+ airline tickets, car rental packages, and hotel stays at the International Online Travel Auction for Kids. The Family Friendly Airline Award and the world’s largest travel auction are sponsored by the Kids First Fund.

Date	Kids First Fund Events
March 3, 2011	Public voting begins at the Kids First Fund Facebook page.
March 28, 2011	Voting closes at the Kids First Fund Facebook page.
March 28, 2011	International Online Travel Auction for Kids begins at <a href="http://www.KidsFirstAuction.com">www.KidsFirstAuction.com</a>

**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](http://KidsFirstFund.org).

