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Press Release

Vote is Underway for the Airline that Cares the Most for Kids

Choice is among three airline finalists: American, Gulf Air, and Virgin Australia.

Shorewood, Wisconsin (March 1, 2012) – What airline is the most family friendly? Travelers can choose among three nominees and cast their vote now on the Kids First Fund Facebook page. The Kids First Fund introduced the award in 2011 to identify carriers that provide extra service and comfort for children and parents. The process began with airlines submitting nominations to the Kids First Fund and continues today with Facebook friends from all over the world invited to vote for the following three finalists:

- **American Airlines Kids in Need Program** provides worldwide support for children and their families, and organizations dedicated to improving the quality of life for children in need of medical, educational, social services aid or heighten public awareness of children's issues. In 2011 alone, members contributed approximately 117 million AAdvantage miles, assisting more than 270 children and their families.
- **Gulf Air Family Friendly Product** takes a comprehensive approach to serving families through a wide range of service touch points on the ground and in the air. This includes innovations such as Sky Nannies that provide dedicated care onboard aircraft, video games provided on portable media players, and special check-in counter steps that bring kids up to the eye level of agents. Overall consumer compliments are up more than 50 percent for the airline, with 38 percent due to the Family Friendly Product alone.
- **Virgin Australia's Family Friendly Benefits** by the **Velocity** Frequent Flyer Program provides an innovative suite of family benefits offering real and tangible benefits, rewarding not only the frequent flyer, but also their families. For example, families may pool points to receive rewards sooner and combine status credits to earn elite benefits more easily. New parents can pause their membership for six months to avoid the loss of elite status when flying less. Within weeks of launching the family benefits, elite members increased their flying behavior with Virgin Australia by 20%.

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“The 2012 award vote features an exceptionally wide range of airlines in terms of geography and programs offered, said Jay Sorensen, president and founder of the Kids First Fund. “These airlines realize that some of their most valued customers are not only high revenue frequent fliers, but are also moms and dads.”

Travelers are invited to vote at the Kids First Fund page on Facebook using the “Poll” function. Facebook polling will close 30 March 2012, the first day of the 8th annual **International Online Travel Auction for Kids**. This year’s auction will feature 200+ airline tickets, car rental packages, and hotel stays in addition to a collection of elite status items. Airlines from all over the world will offer 12-month upgrades to silver and gold tier status in addition to economy, business, and first class travel.

Details about the Family Friendly Airline Award nominees are available on the Kids First Fund Facebook page under the “Family Friendly Airline” tab; the International Online Travel Auction for Kids may be accessed at KidsFirstAuction.com.

Date	Kids First Fund Events
01 March 2012	Public voting begins at the Kids First Fund Facebook page.
30 March 2012	Voting closes 6:00 p.m. (Central US Time) at the Kids First Fund Facebook page.
30 March 2012	International Online Travel Auction for Kids begins at www.KidsFirstAuction.com

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.

