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Press Release

## **Kids First Facebook Friends Vote Gulf Air as the Best Airline for Family Travel**

*Kids First also launches its 8<sup>th</sup> annual global travel auction with 60 nights donated by Tune Hotels in London and Asia and a world of other travel goodies.*

Shorewood, Wisconsin (April 5, 2012) – Gulf Air came out on top as travelers from all over the world voted in a 2<sup>nd</sup> annual Kids First Fund poll on Facebook to select a winner of the **Family Friendly Airline Award**. Gulf Air and its “Family Friendly Product” beat the American Airlines “Kids in Need Program” and the “Family Friendly Benefits” provided by the Velocity Frequent Flyer Program of Virgin Australia.

The array of services offered by Gulf Air takes a comprehensive approach to serving families through a wide range of service touch points on the ground and in the air. The following describes some of the services recently developed by Gulf Air to serve families:

- Sky Nannies are the focal point for Gulf Air’s onboard service for families and are fully qualified cabin crew members. They arrange meal delivery to allow parents time to enjoy their own meal, deliver child-focused amenities such as toys, special meals, milk and baby food, and deliver extra attention on aircraft descent to help children clear their ears to avoid pressure pain.
- At the carrier’s hub in Bahrain a special check-in counter has steps to bring kids up to the eye level of agents. Airport staff are specifically assigned to help families.
- The airline uses “Family First Priority” bag tags to ensure early delivery to the bag belt.
- The carrier’s Falcon Gold Lounges provide kid friendly features such as a play area for smaller kids and an Xbox game zone.
- Families are assigned a specific seating zone on the aircraft.
- Extensive inflight entertainment keeps young travelers entertained with 16 children’s television titles and 10 kids’ video games provided on portable media players.
- The airline provides activity kits for 3 to 6 year olds and 7 to 12 year olds that contain age and gender appropriate, educational, fun games in an attractive bag with special activity books, stickers, puzzles, and coloring books.
- The children’s menu includes new and healthy options, as well as “dentist friendly” snacks and drinks.
- Gulf Air carries nappies and other baby supplies on board such as baby food, baby powder, baby lotion, baby wipes, baby bib & cotton bud packs.

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Gulf Air Chief Services Officer Mr. Marcus Bernhardt said of the award, "Gulf Air is honored to receive such a high level of global recognition and this is a demonstration of the success of the family friendly brand that was launched recently. The result reflects the airline's dedication and commitment to our different passenger segments and continuous innovation of new products and services."

Today's award announcement also represents the beginning of another travel-related initiative for the Kids First Fund. The 8<sup>th</sup> annual **International Online Travel Auction for Kids** begins 06 April 2012 with an array of airline tickets and hotel stays from a worldwide list of travel partners:

Airphil Express • Avis Car Rental • Budget Car Rental • Choice Hotels International  
Estonian Air • Gogo Internet • Gulf Air • Hilton HHonors Worldwide  
Monarch Airlines • Pegasus Airlines • SATA Air Acores • Scandinavian Airlines  
Tune Hotels • Vietnam Airlines • Virgin America • Virgin Australia  
Wyndham Hotels and Resorts

Auction items include international economy and business class travel, elite frequent flier status, and luxury hotel accommodations. Of special note, is the generous donation made by Tune Hotels with 30 auction packages at locations in Malaysia, Indonesia, Thailand, the Philippines, and three hotels in London, England.

The **International Online Travel Auction for Kids**, begins on 06 April 2012 with a 10-day auction, this is followed by two additional 10-day auctions starting on 13 April 2012 and 20 April 2012. The auction is conducted on eBay and general information is provided at [www.KidsFirstAuction.com](http://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 to seek 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).

