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News Release

KLM, Southwest, and United Airlines Receive Kids First Teddy Bear Awards

The Kids First Fund honors and thanks key supporters of the 2013 International Online Travel Auction for Kids.

Milwaukee, Wisconsin (November 20, 2013) – The Kids First Fund proudly recognizes the star performers of the 2013 International Online Travel Auction for Kids. Although many airlines and hotel brands generously donated to the Fund, the awards honor the three highest performers in the auction each year. The 2013 awards were presented on November 13, 2013 and honored:

- **KLM Royal Dutch Airlines** donated airline travel from the United States to any European destination that generated a total bid activity in excess of \$3,800 - - more than any other single corporate donor.
- **Southwest Airlines** provided six unrestricted tickets that generated the second highest bid activity, which was in excess of \$3,300. The tickets also created the highest level of interest as measured by page views for the listed items.
- **United Airlines** generously provided tickets valid for travel within the continental U.S. and Alaska, Canada, Mexico and the Caribbean. These generated the third highest bid activity for any single donor company, bringing in nearly \$2,200.

KLM, Southwest and United Airlines each received a **Kids First Teddy Bear Award** in recognition of their support for this year's auction. Each bear has been custom crafted by the Vermont Teddy Bear Company with the logo of the Kids First Fund and a sash recognizing the recipient company.



Kids First Teddy Bear Award recipients in Vancouver, Canada on November 13, 2013 (left to right): David Oppenheim - United Airlines, Fabien Pelous - KLM, Jay Sorensen – Kids First Fund, and Jonathan Clarkson - Southwest Airlines.

The recognition event occurred during the MEGA Awards Gala on November 13, 2013 in Vancouver, Canada and was associated with a global airline industry conference hosted by Airline Information. Receiving Kids First Teddy Bear Awards on behalf of their companies were:

- Jonathan Clarkson, Director, Rapid Rewards - Partnerships, Southwest Airlines
- David Oppenheim, MD of Partnerships, Media and Business Development, United Airlines
- Fabien Pelous, Vice President and General Manager, KLM, Canada

“It was an honor to be on stage with Jonathan, David and Fabien, as Southwest, United and KLM were recognized by an audience of more than 350 airline industry executives,” said Jay Sorensen, president of the Kids First Fund. “Their continued generosity, and that of the other airlines and hotel brands, will be transformed into resources to prevent child abuse in countries such as Latvia and Moldova. The Kids First Fund looks forward to its continuing relationship with Airline Information and to return to the stage in 2014 to recognize the companies that donate to the next International Online Travel Auction for Kids.”

Donor companies for the 2013 auction included: Aeroplan, Air Arabia, Avis Car Rental, Flynas, Iberia Airlines, Icelandair, KLM Royal Dutch Airlines, Pegasus Airlines, SATA Airlines, Southwest Airlines, Tune Hotels, United Airlines, Virgin Australia, and Wyndham Hotels and Resorts.

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 and KidsFirstAuction.com.

About the MEGA Awards: The Mega Awards were created to honor genuine innovation in the airline and travel industry. The November 13, 2013 event represents the fourth annual award recognition of innovative campaigns, products, and people in the areas of ancillary revenue, loyalty marketing, and social media. The Mega Awards Gala is held in conjunction with the Mega Event, which an annual loyalty marketing and ancillary revenue conference attended by 450+ airline and travel industry executives from all over the world. Learn more at AirlineInformation.org

About the Vermont Teddy Bear Company: The Vermont Teddy Bear Company has been making the best Bears in the Universe for over twenty years - and every bear is lovingly designed, cut, sewn, stuffed, and stitched right here in Vermont. We are proud to be one of the top-rated stores on the Internet. As a BizRate.com Circle of Excellence Platinum Award-Winner, we have been recognized by online shoppers, year after year, as one of the "best of the best" online stores. Learn more at VermontTeddyBear.com.

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