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News Release

Topbonus, Southwest and Tune Hotels Receive Kids First Teddy Bear Awards

The Kids First Fund thanks supporters of the 2014 International Online Travel Auction for Kids

Shorewood, Wisconsin (November 19, 2014) – The Kids First Fund is proud to announce the top performers of the 2014 International Online Travel Auction for Kids. Although many airlines and hotel brands generously donate to the Fund, the awards are given to the three highest performers in the auction each year. The 2014 awards were presented on the evening of November 18, 2014 and honored:

- **Topbonus** donated packages totaling 400,000 frequent flier miles, to redeem on airberlin and program partners such as Etihad Airways, generated over \$3,700 in total bids – 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 \$3,600.
- **Tune Hotels** generously provided 25 two night stay hotel accommodations at various Tune locations in London and Edinburgh, Scotland. These generated the third highest bid activity for any single donor company, bringing in \$2,200.

Topbonus, Southwest and Tune Hotels 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 recipient in New Orleans, Louisiana on November 18, 2014 (left to right): Jay Sorensen, Kids First Fund and Johnathan Clarkson, Southwest Airlines.

The recognition event occurred during the MEGA Awards Gala on November 18, 2014 in New Orleans, Louisiana and was associated with a global airline industry conference hosted by Airline Information. Jonathan Clarkson, Director of Rapid Rewards, received the Kids First Teddy Bear Awards on behalf of Southwest Airlines.

“It was an honor to be on stage with Jonathan, as topbonus and Southwest were recognized by an audience of more than 450 airline industry executives. Unfortunately, topbonus and Tune Hotels were unable to share the stage and honor, but their generous donations were greatly appreciated and honored throughout the evening,” said Jay Sorensen, president of the Kids First Fund. “Their generosity, and that of the other airlines and hotel brands was extraordinary, the total proceeds from this year’s auction is enough to cover all project expenses in the country of Latvia for 2015. The Kids First Fund looks forward to its continuing relationship with Airline Information and to return to the stage in 2015 to recognize the companies that donate to the next International Online Travel Auction for Kids.”

Donor companies for the 2014 auction included: Air Arabia, Atlantis Casino Resort, Best Western, Budget Car Rental, Choice Hotels International, Delta SkyMiles, Delta Ottawa City Centre Hotel, Etihad Airways, Hyatt House Hotels, Icelandair, InterContinental Hotels, Miracle Springs Resort and Spa Hotel, Rocketmiles, SATA Air Acores, Southwest Airlines, topbonus, Tune Hotels, and Virgin Australia.

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 18, 2014 event represents the fifth 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 is 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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