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News Release

Topbonus, Southwest and Etihad Guest Receive Kids First Teddy Bear Awards

The Kids First Fund thanks supporters of the 2015 International Online Travel Auction for Kids

Shorewood, Wisconsin (November 19, 2015) – The Kids First Fund is proud to announce the top performers of the 2015 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 2015 awards were presented on the evening of November 4, 2015 and honored:

- **Topbonus** donated packages totaling 400,000 frequent flier miles, to redeem on airberlin and program partners such as Etihad Airways, generated over \$4,800 in total bids – more than any other single corporate donor.
- **Southwest Airlines** provided seven unrestricted tickets that generated the second highest bid activity, which was in excess of \$4,700.
- **Etihad Guest**, the frequent flier program of Etihad Airways generously provided packages totaling 400,000 miles, which were auctioned at FlyerTalk.com. These generated the third highest bid activity for any single donor company, bringing in \$4,080.

Topbonus, Southwest, and Etihad Guest 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.

The recognition event occurred during the MEGA Awards Gala on November 4, 2015, in San Diego, California and was associated with a global airline industry conference hosted by Airline Information. Accepting Teddy Bear Awards that evening were Sascha List from airberlin (for the topbonus program) and Clint Calley with Southwest Airlines.



Kids First Teddy Bear Award recipient in San Diego on November 4, 2015 (left to right): Jay Sorensen, Kids First Fund and Clint Calley, Southwest Airlines.

“The Kids First Auction for 2015 was a big event with lots of airline tickets, frequent flier miles, travel experiences from Viator.com, and hotel certificates,” said Jay Sorensen, president of the Kids First Fund. “The Teddy Bear Awards have become a fun part of the evening ceremony at the MEGA Event conference held each November. Fortunately for the Kids First Fund, donor travel companies are increasingly eager to compete for a bear by donating top items to the annual auction.”

Donor companies for the 2015 auction included: Atlantis Casino Resort Spa (Reno), Avis Budget Group, Best Western Austrian Chalet (British Columbia), Chicago Marriott Suites O'Hare, Choice Hotels International, Comfort Hotel Toronto, Delta SkyMiles, Distrikt Hotel (NYC), Embassy Suites (Phoenix), Etihad Guest, Fairmont Royal York Hotel (Toronto), Holiday Inn Cambridge (Ontario), Holiday Inn Toronto Downtown Centre, Icelandair, Niagara Parks Commission, Rocketmiles, Six Flags Discovery Kingdom (California), Southwest Airlines, Spirit Airlines, Staybridge Suites London Ontario, topbonus, Tune Hotels, Viana Hotel and Spa (Westbury, NY), Viator, Virginia Beach Resort Hotel, and the W Hotel Minneapolis.

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 4, 2015 event represents the sixth 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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