



FOR IMMEDIATE RELEASE

AWARD WINNERS ANNOUNCED FOR BEST KIDS' ACTIVITIES IN BRITAIN

The results of the prestigious What's On 4 Little Ones Awards 2008 have been revealed!

The award programme, which is sponsored by pioneering children's food company Organix, is now in its second year and has celebrity Alice Beer on board.

The awards aim to celebrate the best pre-school activities across the UK, as voted for by parents.

And this year, the awards are bigger than ever, covering 20 different categories ranging from Best Antenatal Class to Best Messy Play Class!

The awards are divided into three categories: national, for activities that are available in more than one area of the UK; local, for activities that are based in one area of the UK, and special awards.

Broadcaster, author and mother-of-two Alice Beer supported the awards this year and said, "There is such a huge choice now of classes and activities for young children - from music to gym to learning Mandarin! I am pleased that these awards are looking at the different groups and praising those who are providing a genuine service...stimulating our little ones and saving their parents!"

There are special awards for the Best New Activity, the Best Innovation, the Best Baby Development Activity, the Best Toddler Activity and the Most Outstanding Volunteer.

The 2008 awards also see the introduction of the Organix Make A Difference Food Award, which will go to any class or activity that has made a difference by introducing healthy food choices.

A judging panel picked the local and special awards and also voted on the national awards nominees.

Every pre-school activity in the UK has the chance to be nominated and voted for, making the awards a true representation of how parents feel towards what is on offer for their little ones.

More than 3600 on-line votes have been cast.

What's On 4 Little Ones co-founder Sam Willoughby said: "We're so proud of all our winners who have clearly demonstrated excellence in their field."

Sam, who was named Practical Parenting magazine's Business Parent of the Year in 2007, added: "I also know how much the teachers and organisers value being nominated, they put a lot of heart and soul into their activities so it's such a great way for us all to say thank you."

Among the winners this year were:

Waterbabies (<http://www.waterbabies.co.uk>), who take the Best Swimming Class Award for their well-loved swimming groups for babies.

The local and special award winners as voted for by the panel of judges.

Local Awards

Best Local Activity

Winner - Stepping Notes (Taplow and Englefield Green)

Commended - Sticky-Kids (Hampshire) and Little Artvarks (West Lothian)

Best Pottery Painting Mobile or Studio

Winner - Pottering About (Oxfordshire)

Best Soft Play Centre

Winner - Active Tots (nr Reading)

Commended - Crazy Crocs (Derbyshire)

Best Antenatal Class

Winner - Sally Lomas Birthlight (Cambridge)

Commended - Lynn Baxter Birth Class

Best Day Out

Winner - Paultons Park (Hampshire)

Most Outstanding Baby and Toddler Group - includes a prize of a £100 donation and an Organix Hamper

Winner - Bubble Club (Reading)

Special Awards

Best New Activity

Winner - Baby Loves Disco

Commended - Baby Sensory

Best Innovation

Winner - Talking Tots

Commended - Baby Sensory

Best Baby Development Class

Winner - Baby Sensory

Commended - Waterbabies

Best Toddler Development Class

Winner - Monkey Music

Commended - Talking Tots

Most Outstanding Volunteer - includes a prize of an Organix Hamper

Winner - Sharon Smith (Hook, Hampshire) Co-founder and secretary for Stepping Stones Down syndrome support group.

Organix "Make a Difference" Food Award - includes a prize of an Organix Hamper

Winner - Little Apples (Nr Basingstoke)

Commended - Edward Bear Club

ENDS

Editors Notes:

1. What's On 4 Little Ones is a website that was set up in March 2006 to provide comprehensive and up to date details of classes and activities for babies and children under 5. What's On 4 Little Ones receives 18,000 visitors a month and lists 10,000 activities for children under 5 - with more being added on a daily basis. See www.whatson4littleones.co.uk
2. Organix is a 15-year-old pioneering children's food company making organic foods for babies and young children. The company is based in Christchurch, Dorset. Company founder Lizzie Vann was one of the team that initiated the pioneering Food for Life School Meals programme for primary schools.
3. Organix was created to campaign for better quality children's foods and exists to ensure that healthy eating for children is made as simple as it can be to offer parents a range of healthy children's foods as an alternative to the conventional foods on offer. For more information go to www.organix.com
4. The winners can use the WO4LO awards logo on their website and other marketing material and they will each received an awards certificate.