

## **PRESS RELEASE**

### **AWARDS FOR BEST KIDS' ACTIVITIES IN BRITAIN LAUNCHED**

The prestigious What's On 4 Little Ones Awards 2009 are being launched today and will culminate with an awards presentation hosted by broadcaster and author Alice Beer.

The award programme, which is sponsored by Organix Savoury Pots For Babies On The Move and supported by Prima Baby magazine, is now in its third year.

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

This year the awards are focussing on the people behind the activities, with awards to recognise the most outstanding community group volunteer, most outstanding activity leader and the Organix Food Hero award.

There are also awards that focus on the education and physical learning of the babies and children with awards for best baby development, best toddler development and best pre-schooler development.

In addition, there is the best new activity award and also best local activity award to ensure the new and small groups are not forgotten.

From October 1 to January 31, parents can log onto the award winning on-line directory - [whatson4littleones.co.uk](http://whatson4littleones.co.uk) - to nominate their favourite local pre-school classes and activities.

Online voting for the national awards will then run from 1<sup>st</sup> February to 30<sup>th</sup> April 2009.

Organix will judge the Food Hero award, which will be given to an individual who does their best to make sure children attending their activity eat the healthiest food possible. The other awards will be decided by a panel of three judges: Sam Willoughby owner of the website, Patricia Carswell, parenting journalist and founder of Coaching for Mothers, and Roberta Jerram founder of Giant Potential Women in Business Network.

The winners of the awards will be announced in June 2009 at The Bambino Show in Harrogate, the must-do event for expectant mums, new mums and parents with young families, and presented with their hand-made, eco-friendly recycled glass awards. Plus the winners of the three community awards, most outstanding baby and toddler group, most outstanding pre-school and most outstanding volunteer, will each receive £200 of products from Mini IQ.

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.

Last year's awards saw more than 400 nominations and over 3,600 votes cast, from across the UK.

What's On 4 Little Ones co-founder Sam Willoughby said: "I'm so excited about our 2009 Awards! I can't wait to receive the nominations as it's a privilege to read how the groups help parents."

Sam, who was named 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."

Ian Sharland, director of Baby Sensory, said: "We were all delighted when Baby Sensory was announced as the winner of the "Best Baby Development Class" category in the 2008 whatson4littleones awards, we were even more thrilled to be commended in the two other categories we were nominated for. The

recognition by this leading baby activity website, and linked to their sponsors Organix, was a boost to our company and to team who run our classes throughout the UK. We have been striving to improve our classes further throughout the last 12 months and we are hoping that our customers will nominate us for this prestigious award again. The range and standard of activities available in the Baby Development Classes genre in the UK is ahead of anything we have found anywhere else in the world and it is a privilege to be a leader in this important sector.”

Anna Rosier, MD of Organix, said: “We are delighted to be sponsoring these great awards for the third year running. There are so many unsung heroes out there, working hard to help children get the best start in life – this is a fantastic way to reward them!

“At Organix we work very hard to create great quality food for little ones on the move, while What’s On 4 Little Ones is a one-stop shop for parents who want fabulous activities for their children – it’s a perfect combination and these awards are very important to us. ”

The full list of available awards this year is:

#### NATIONAL AWARDS

**Best National Baby Development Activity**

**Best National Toddler Development Activity**

**Best National Pre-schooler Development Activity**

#### COMMUNITY AWARDS

**Best Local Activity**

The winners of the following 3 awards each win £200 of Mini IQ products

**Most Outstanding Committee Lead Pre-School**

**Most Outstanding Baby and Toddler Group**

**Most Outstanding Community Group Volunteer**

#### SPECIAL AWARDS

**Best New Activity** This award is for any activity that has been running less than 2 years.

**Most Outstanding Activity Leader**

**Organix Food Hero Award** This award is for an individual who goes the extra mile to provide children with healthy, appetising food.

## Editors Notes:

1. What's On 4 Little Ones is an on-line directory 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 12,000 activities for children across the UK.

For more information see [www.whatson4littleones.co.uk](http://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. 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.

Organix believe that children need safe, nutritious and wholesome foods. What they eat affects not only their daily well-being but also their long-term growth and development. Organic children's foods give children a better start in life, developing healthy bodies and avoiding diet related problems including heart disease, obesity and anaemia. They hope to provide a good example to other children's food companies by emphasising the benefits of healthy eating for children. And they do this by setting the highest standards in nutrition, food quality, honest labelling and responsible promotions.

For more information go to [www.organix.com](http://www.organix.com)

3. Prima Baby & Pregnancy magazine

Prima Baby & Pregnancy is Britain's fastest growing parenting title. From pregnancy and birth to baby health and toddler development, Prima Baby & Pregnancy is *the* magazine for all your parenting needs. Visit [www.babyexpert.com](http://www.babyexpert.com).

4. Mini IQ

Mini IQ helps parents find the right products to stimulate their child's development through a range of exciting, interactive books, toys and games from birth to 12+

Their network of associates across the UK work on a flexible, part-time basis showing local parents the product range at home parties and events. Great incentives are available for party hostesses.

Enquire on [www.mini-iq.co.uk](http://www.mini-iq.co.uk) to be contacted by your local associate quoting this publication

5. Bambino Baby Show in Harrogate June 20/21 2009 – Yorkshire Event Centre, Great Showground, Harrogate

It's a great family day out from maternity information, midwife expertise and mummy makeovers to cookery demonstrations, kids activities and catwalk fashion shows. There's even a Dad's zone with entertainment and advice for doting dads and dads-to-be. So for a fun and informative day out, visit the Bambino Show for everything you could want for bump, baby and beyond.

For more information, and to book discounted tickets online, visit [www.bambinoshow.co.uk](http://www.bambinoshow.co.uk).

6. The winners can use the WO4LO awards logo on their website and other marketing material and they will each received an awards trophy.

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