



For Immediate Release

CAST YOUR VOTE FOR THE BEST KIDS' ACTIVITIES IN BRITAIN!

Online voting is now open for a new award scheme that celebrates the best activities for young children in the UK

The What's On 4 Little Ones¹ awards, sponsored by pioneering food company Organix², are now in their second year.

And parents can now log onto the award-winning web directory at www.whatson4littleones.co.uk and vote for their favourite activities for under fives. And for every vote cast in November 5p will be donated to Children in Need!

This year, the awards³ 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 a set of special awards.⁴

Parents can vote online for the national awards. The other awards are being judged by an independent panel, which includes broadcaster, author and mother-of-two Alice Beer. All the winners will be announced in March 2008.

The awards also include 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.

What's On 4 Little Ones co-founder Sam Willoughby said: "We wanted to give parents a chance to say thank you to the many class teachers and activity organisers across the UK. We've gained such enjoyment from reading the nominations - so often activities provide a lifeline to parents".

There have already been more than 300 nominations for the awards, and there's still time to nominate your favourite local activity before the closing date of October 31 2007.

Katie Mayne, founder of TinyTalk and current award nominee, said: "We were so delighted to be nominated for Best UK Classes for the Under 2's and were thrilled with our Silver Award this year! It's always great to have recognition for the efforts you put into your work. Thank you What's On 4 Little Ones and to everyone who voted! This year we're up for Best Baby Development Class and Best Baby Signing Class! Happy voting everyone!"

Fellow nominee Kristina Shore, leader of Bristol mummies baby and toddler group, said: "I can't believe our group has been nominated, we started the group for a hobby to meet new people and being nominated means so so much to all of us, it makes every week worth while."

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 1,400 votes cast and fifteen winners, from across the UK.

Sam, who was recently shortlisted for this year's mother@work awards for inspirational working mums, added: "I'm so excited about our 2008 Awards! I love receiving the nominations as it's a privilege to read how the groups help parents - sometimes it brings a tear to my eye!"

ENDS

For further information on the whatson4littleones 2007 award scheme, please contact Sam Willoughby on 05600 703224 or info@whatson4littleones.co.uk

Notes to Editors:

1. The website www.whatson4littleones.co.uk was launched in March 2006 by two mums at home – Sam Willoughby and Maria Pedley. Sam and Maria both have young children and have gained a lot of pleasure from taking their children to various classes and activities since they were babies. Initially they found it very tricky to find out what was going on so they decided that parents like them needed a single website that would tell them everything that was available in their area for the under fives. The site provides details of hundreds of classes and activities for babies, toddlers and pre-school children all in local, themed, easy to navigate listings. Currently the site receives 18,000 visitors a month and lists nearly 10,000 activities for children – with more being added on a daily basis. The website recently won the Best Special Interest Website in the Hantsweb 2007 Awards. 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. 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
3. The winners can use the WO4LO awards logo on their website and other marketing material and they will each receive an awards certificate.
4. The full list of available awards is:

NATIONAL AWARDS

Best Swimming Class
Best Baby Signing Class
Best Messy Play Class
Best Music Class
Best Performing Arts Class (such as dance, singing or drama)
Best Football Class
Best Physical Activity Class (such as gymnastics and other sports)
Best Language Class

LOCAL AWARDS

Best Local Activity
Best Pottery/Painting Studio/Mobile
Best Soft Play Centre
Outstanding Baby and Toddler Group: The winners will receive a £100 donation and an Organix hamper of goodies.
Best Antenatal Class or Course
Best Day Out

SPECIAL AWARDS

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

Best Innovation: The award is for any activity that has shown innovation in what they do or how they do it!

Best Baby Development Activity: This award is for any activity that has excelled in baby development.

Best Toddler Development Activity: This award is for any activity that has excelled in toddler development.

Most Outstanding Volunteer: We know that a lot of activities are run by volunteers and we want to recognise one volunteer that is particularly outstanding!

Organix 'Make a Difference' Food Award: How has your class or activity made a difference by introducing healthy food choices? Tell us what you have done and you could win this award and an Organix Goodies Hamper! This award is open to any activity or group that includes snacks or refreshments for the children.