

GOLD

TODAY'S PARENT FOR KIDS' SAKE AWARDS
Today's Parent

APRIL 25, 2006

In a sunny floor-to-ceiling-windowed room at the Toronto Hotel, *Today's Parent* held its third annual Parent for Kids' Sake Awards in front of 200 readers and advertising clients. After readers sent in nominations of people in their community who have made an impact on children, the *Today's Parent* staff chose five winners to attend the awards breakfast. Winners also received a trophy and a donation to the charity of their choice on behalf of the magazine. The magazine also featured profiles on the winners and their accomplishments in a special issue.

A group of child musicians took the stage entertaining nominators, nominees, charity representatives and clients of the magazine as they entered the room for breakfast. Afterward a TV news anchor shared her stories of visiting with impoverished children from around the



globe followed by a performance from Canadian children entertainers Sharon, Lois & Bram, who got the crowd singing along with their well-known children's songs.

Kids' Sake 2005 award winner Shane Ferguson took the stage to share how winning the award the year before changed his life, followed by the awards presentation, emceed by *Today's Parent* editor Linda Lewis and publisher Ildiko Marshall. The break-

fast ended with a raffle, proceeds of which were sent to the Canadian Association of Food Banks.

The emotional ceremony left few dry eyes in the room, and at the event, new sponsor KRG Children's Charities donated \$50,000 to the program, allowing each winner to donate \$10,000 to their charity. KRG signed on to sponsor the event for the next five years.

