



World of Children® Award

SETTING THE GOLD STANDARD IN CHILD ADVOCACY

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Award-Winning Humanitarians Open Up About Life-Changing Work with Children

World of Children® Award's newly released video features six humanitarian leaders who explain how they rescue children

January 23, 2014 – A compelling new video just released by World of Children Award illustrates the life-changing work of child advocates and introduces viewers to six nonprofit programs that will use public donations responsibly.

The video interviews six child advocates who are leading international programs for children. In November, each received a prestigious 2013 World of Children Award (known as the “Nobel Prize for Child Advocates”) after undergoing a rigorous vetting process. Watch the full video at <http://bit.ly/17oiYUk>

“Our job at the World of Children Award is to make donating safe, to make it healthy, and to make it responsible and accountable,” Co-Founder Harry Leibowitz said. “That’s what we’re here to do.”

The interviewees are providing vital services for vulnerable children around the world, such as life-changing medical care; food and shelter for children in Haiti; classroom supplies for disabled children in South Africa; and safety and rehabilitation for child trafficking victims in India.

World of Children Award has begun the next cycle of finding, vetting, and honoring exceptional individuals who lead programs for children. Nominations can be submitted online at www.worldofchildren.org/nominate. Recipients of the 2014 Awards will be flown to New York City, honored at an annual Awards Ceremony, and given up to \$50,000 in grant funding.

“World of Children Award is delighted to launch our 2014 search for extraordinary individuals who are leading life-changing programs for vulnerable children around the world,” said Harry Leibowitz, Co-Founder and Co-Chair of World of Children Award. “World of Children Award Honorees are compelling examples of the widespread impact that one person can have on the lives of vulnerable children. Their dedication and unwavering commitment are an inspiration.”

About World of Children Award

For 16 years, World of Children Award has identified and vetted some of the world’s most promising heroes leading programs for children and granted funds to advance their efforts. The



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organization's exhaustive research and vetting of individuals has been hailed by leading philanthropic organizations.

World of Children Award has been featured on the *Huffington Post*, in Kenneth Cole's *AWEARNESS: Inspiring Stories About How to Make a Difference* and *The Humanitarian Leader in Each of Us*. World of Children Award Honorees have also been featured by *The New York Times*, CNN, The Ellen DeGeneres Show, The Bonnie Hunt Show, *Fast Company Magazine*, *People*, *Glamour*, *TEEN Vogue*, *TIME for Kids*, *USA Today* and the *Christian Science Monitor*, among several other national and international media. Earning a World of Children Award has often served as a pivotal launching point for recipients.

World of Children Award is led by Co-Founders Harry Leibowitz and Kay Isaacson-Leibowitz, retired senior executives from Procter & Gamble and Victoria's Secret respectively, who first started the organization to honor individuals serving children with a Nobel Prize-like award. Since 1998, World of Children Award has granted more than \$5 million in cash grants and program support to 100 Honorees who are the driving force behind programs serving children in more than 140 countries.