



World of Children® Award

SETTING THE GOLD STANDARD IN CHILD ADVOCACY

FOR IMMEDIATE RELEASE

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World of Children Award and Molten USA, Inc. partner to bring sports to children in need

August 6, 2014 – After more than 15 years of supporting food, shelter and safety for children, World of Children Award is ready for some fun as it embarks on a partnership with sports equipment maker Molten USA, Inc.

The partnership means that children being served by World of Children Award Honorees around the globe can have free access to soccer balls, volleyballs and basketballs through Molten's *Pass it Forward* program. Program participants learn the importance of philanthropy, accountability and sportsmanship before they are given their very own soccer ball, volleyball or basketball. From there, they are encouraged to play with the ball, share their experiences about it, and then pass the ball on to someone else. The campaign sounds simple yet has the ability to have a profound affect.

“Together we will be able to impact the lives of many more vulnerable children and use sports to keep them safe, keep them in school and teach them about working together in a social environment,” said Harry Leibowitz, Co-Founder of World of Children Award.

World of Children Award was perfectly suited for this partnership because it already works with FUNDaFIELD, a nonprofit that has built 10 soccer fields in Africa for children who have experienced conflict and major trauma. In 2012, FUNDaFIELD's founder Kyle Weiss of Danville, California, received a \$35,000 World of Children Award in support of his efforts and now he is the first beneficiary of the partnership between World of Children Award and Molten. Later this year, Molten is expected to send a shipment of soccer balls to FUNDaFIELD's newest and 11th field in Haiti.

“FUNDaFIELD firmly believes in the power of sports to change the lives of children everywhere. Molten's *Pass it Forward* program is the perfect platform to demonstrate the power of that idea,” said Kyle, adding that his organization is grateful for the support and vision that World of Children Award brings to this partnership.

Balls distributed through *Pass it Forward* already are circulating around the world. Children whose lives have been touched by this program are sharing their experiences on the *Pass it Forward* Web site, a place where they can keep track of the balls as they are passed forward and touching the lives of children in unique ways.

“Through *Pass it Forward*, we have the opportunity to educate youth regarding the value of participation in sports as well as the importance of leading a responsible, active and healthy



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lifestyle,” said Melissa Dawson, President of Molten USA. “By providing youth leaders the resources they need to connect with their friends, classmates and community, we empower them to engage in an innovative and meaningful discussion regarding athletics.”

World of Children Award looks forward to a long-lasting relationship with Molten to support the efforts of advocates such as Kyle and others who are helping to improve the lives of children worldwide.

Learn more about *Pass it Forward* at www.moltenusa.com/passitforward.

About World of Children Award



World of
Children®
Award

World of Children® Award improves the lives of vulnerable children by funding and elevating the most effective changemakers for children worldwide. Since 1998, World of Children Award has granted more than \$6 million in cash grants and program support to 100 humanitarian leaders who are the driving force behind programs serving children worldwide. The organization’s exhaustive research and vetting of individuals has been hailed by leading philanthropic organizations. The media often refers to World of Children Award as the Nobel Prize for child advocacy.

World of Children Award has been featured on *The New York Times*, *The Huffington Post*, *People*, *Town & Country*, and *Harper’s Bazaar*. 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.

Most recently, *The Huffington Post* named World of Children Award’s Co-Founders, Harry Leibowitz and Kay Isaacson-Leibowitz, one of the United States’ most inspiring “power couples” for their lifetime commitment to improving the lives of vulnerable children around the world.

About Molten USA, Inc.

molten®
For the real game

Founded in 1958, the Molten Corporation is one of the largest manufacturers of competition quality sports balls. The Molten Corporation manufactures a wide range of athletic balls in several sport categories, including volleyball, soccer and basketball. In addition to being the official volleyball of USA Volleyball, Molten is also the official ball of the NCAA Volleyball Championships and numerous state associations, collegiate conferences, collegiate programs, and junior volleyball programs. For more information, please visit <http://moltenusa.com>.