



NATIONAL SEARCH TO FIND “GRANDPARENT OF THE YEAR” ANNOUNCED BY CHILDREN’S CHARITY KIDSPeACE AND GRAND MAGAZINE

Effort to Recognize Growing Role of Grandparents in Raising U.S. Children

Deadline for entries: September 5

August 8, 2007 – There’s a Mother’s Day, a Father’s Day, and a National KidsDay®. Now – finally – some overlooked members of the American family will get the attention and recognition they so richly deserve.

Grandparents are the primary caregivers for nearly six million children in this country – and the numbers are growing. In fact, 75 percent of all nonparent care of children in America is now provided by grandparents. To honor the love, wisdom and growing importance of grandparents to our world, and help bring more recognition to National Grandparents Day (September 9th), the national children’s crisis charity KidsPeace and *GRAND* Magazine will present the second annual *GRANDParent of The Year* Award to an individual nominated by the general public.

“Grandparents are becoming increasingly critical to the health and welfare of our nation’s children,” says C. T. O’Donnell II, President & CEO of KidsPeace, which helps thousands of children each day at 66 centers to overcome crises and challenges in their young lives. “At a time when children are facing unprecedented stresses and many parents are busy juggling home and career, the deep reservoir of knowledge and parenting wisdom held by today’s 79 million grandparents amounts to nothing less than a national treasure.”

The winner will receive a seven-night Caribbean Cruise for two from Royal Caribbean International. The top 10 finalists will receive a \$100 gift certificate and their photos and essays of nomination will be published in the Nov/Dec issue of *GRAND* magazine and on www.grandmagazine.com. In addition, every grandparent nominated will receive a free subscription to *GRAND* magazine.

2007 sponsors Mattel, Fisher-Price, and Humana share *GRAND*’s goals to celebrate and honor grandparents and strengthen the bond between grandparents and grandchildren. KidsPeace, because of its work with and interest in helping children and families, has agreed to be the nonprofit partner for the effort.

“Last year’s contest made such an impact on all involved that we decided to make this an annual event,” says Christine Crosby, founder and publisher of *GRAND* magazine, now in its third year of publication. “One of the joys of this project for me was that so many of last year’s nominations were by grandchildren on our kid-safe site www.grandcontest.com .”

HOW TO ENTER: Anyone can nominate a GRANDparent of the Year – grandkids, children of a deserving grandparent, even friends or neighbors who've seen an older person caring and sharing in a way that merits recognition. Nominating forms are available in *GRAND* magazine and available online at www.grandmagazine.com . Children should use the kid-safe site www.grandcontest.com (no personal information is asked).

The deadline for nominations is September 5, 2007.

GRAND Magazine, the Official Magazine of Grandparents, is a national resource for today's active grandparents.

KidsPeace is a 125-year-old national children's charity dedicated to giving help, hope and healing to kids facing crises including traumas, neglect, depression, and the pressures of modern life. Founded in 1882 in Bethlehem, Pa., KidsPeace helps 10,000 children at 50+ centers nationally and millions more through public education and outreach. Supported by VIP leaders including its national spokesperson and founder of the Memory Foundation Leeza Gibbons, Harvard's famed Dr. Alvin Poussaint, Brown University's Dr. Lewis Lipsitt, and child safety and self-esteem icon RETRO BILL, KidsPeace was named "The Outstanding Organization" of its kind in the country by the AAPSC and was called "a prototype of what we need for all children everywhere" by the late, nationally renowned child and family expert, Dr. Lee Salk.

Mattel, Inc. is the worldwide leader in the design, manufacture and marketing of toys and family products.

Humana Inc., headquartered in Louisville, Kentucky, is one of the nation's largest publicly traded health benefits companies, with approximately 11.3 million medical members. Humana offers a diversified portfolio of health insurance products and related services through traditional and consumer-choice plans to employer groups, government-sponsored plans, and individuals.

Fisher-Price is a well-known brand of toys, with headquarters located in historic East Aurora, New York. The company is a wholly-owned subsidiary of Mattel.

###

Contact: Mark Stubis, Vice President mark.stubis@kidspeace.org
Lauren Kronisch, Communications Associate lauren.kronisch@kidspeace.org
(800) 25-PEACE