



The 15th Kids First Auction is the Greatest on Earth with Rooms, Flights, Elite Upgrades and Sightseeing Marvels

The world's great travel brands are here offering elite status from Hilton, Radisson, Southwest, United, and Wyndham, along with Marvels of the World experiences from GetYourGuide.com.

Shorewood, Wisconsin and Colorado Springs, Colorado (May 3, 2019) – A worthy cause paired with world-class travel premiums—each year the Kids First Auction, sponsored by InsideFlyer.com and BoardingArea.com, offers an unbeatable way to treat yourself and help make the world better. This year's auction begins May 5, with proceeds benefiting the Kids First Fund's work for child protection in Latvia and Moldova.

This year an amazing array of auction items will be available, including:

- Diamond status in **Hilton Honors** through 2020.
- Platinum status in **Radisson Rewards** through 2020.
- A-list Preferred status from **Southwest Rapid Rewards** through 2020.
- Premier Gold or Silver status in **United MileagePlus**, including global Star Alliance status, through 2020.

GetYourGuide.com, which is a leading booking platform for travel activities – with access to more than 32,000 tours, activities and attractions around the world – has donated five sightseeing experiences to the auction. We call these the Marvels of the World:

- Chicago: Chicago River architecture cruise for two.
- London: Harry Potter tour for two.
- New York City: Champagne sunset yacht cruise for two.
- Paris: Eiffel Tower guided climb with optional summit access.
- Las Vegas: Helicopter night tour over the Strip for two.

“The Kids First Auction combines some of my favorite things: helping children, engaging the frequent traveler community, and enjoying the wonder of travel. I’m delighted InsideFlyer and BoardingArea and its entirety can be a part of supporting an esteemed charity. This auction is sure to bring miles of smiles and we can’t wait to see the outcome. It’s also a joy to see global travel companies stepping up to deliver great items from sightseeing in Paris and London to the unique opportunity to bid on silver and platinum elite status of reward programs,” said Randy Petersen, Founder of BoardingArea, InsideFlyer, FlyerTalk, and the Freddie Awards. “And with all the proceeds benefiting the Kids First Fund, it’s a win-win for everyone!”

Kids First Fund Press Release

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The full list of auction items includes much, much more from these world-class brands:

- Allegiant Airlines: \$200 travel certificates.
- Budget Rent a Car: 1-day car rental certificates.
- Choice Hotels: 45,000 Choice Privileges points.
- Hilton Honors: Gold and Diamond status, and 40,000-point certificates.
- IHG Club: Platinum elite status.
- LaQuinta Inns & Suites: One-night stay certificates.
- Priority Pass: Standard Plus lounge memberships.
- Radisson Rewards: Gold and Platinum elite status.
- Rocketmiles: \$300 hotel certificates.
- Southwest Rapid Rewards: A-List and A-List Preferred status.
- Wyndham Rewards: Platinum or Diamond status, and 30,000-point certificates.
- United MileagePlus: Silver and Gold elite status, and 25,000-mile certificates.

The Kids First Auction will offer three 10-day online auctions. The bidding will begin at KidsFirstAuction.com and InsideFlyer.com. The auctions start on May 5, May 12 and May 19. Check out the auctions by visiting the homepage for the event at **KidsFirstAuction.com**.

About the Kids First Fund: The Kids First Fund is a US-based charity that helps abused children in resource-poor areas of the world, by developing programs that provide professional education to identify and treat abused children. The fund has been responsible for creating a family shelter in Latvia that cares for abused women and their children. Every penny donated during this auction and to the Fund will be spent on projects to benefit children. No funds are deducted for salaries or administrative expenses.

About InsideFlyer.com and BoardingArea.com: InsideFlyer.com is a consumer portal that gives users access to the most definitive and unique content by allowing them to deep dive into their passion of miles, points and travel. It's also known as "the friendly place" for the frequent flyer. BoardingArea.com thrives as the online incarnation of influential social media for frequent flyers. Having proven the voice of road warriors matters – these websites of the Frequent Flyer Network have become the go-to resource for consumers in the ever-changing world of travel.

List of all donors for the 2019 Kids First Auction: Allegiant, Budget Rent a Car, Choice Hotels International, GetYourGuide.com, Hilton Honors, IHG Rewards, La Quinta, Priority Pass, Radisson Rewards, Rocketmiles, Southwest Rapid Rewards, United MileagePlus, and Wyndham Rewards.

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