

## For Immediate Release

### Vote for your favourite under 5's activity

#### What's On 4 Little ones – new award scheme recognises the top activities for the under 5's

www.whatson4littleones.co.uk, the new parents' web directory, have launched an award scheme to recognise and reward the best pre-school activities across the UK. Sponsored by Organix, the pioneering children's food company, the award programme is now open for voting.

Voting in the national categories is open to all and has already started via the www.whatson4littleones.co.uk web site. Parents can now log on and vote for their favourite activity. Local sessions are being judged by an independent panel and both sets of winners will be announced in March 2007.

Sam Willoughby of What's On 4 Little Ones said:

*"We wanted to give parents a chance to say thank you to the many class teachers and activity organisers across the UK. We've gained such enjoyment from reading the nominations - so often activities provide a lifeline to parents".*

A total of 12 awards are available – Gold, Silver and Bronze in two age categories for both local and national classes.

Nominees range from local toddler groups meeting weekly in church halls and community centres to highly organised, branded classes offering specific skills and experiences within a structured format.

Opportunities for the under 5's to learn and grow have never been more varied and are available in almost every community. Included in the final line up are music and singing, arts & crafts, football skills and story groups.

Sasha Felix, founder of Sing and Sign and nominee in the National 0-2 category, said:

*"I am thrilled Sing and Sign has been nominated by parents for this award! Looking after a baby is wonderful, but relentlessly hard work so in class we try to combine developmental benefits for the little one with fun and relaxation for mum too. It's lovely to know our approach is appreciated!"*

Deborah Corbyn, leader of a local Bumps & Babes group for twins and multiples and nominee in the local 0-2 category said:

*"It was an enormous boost for me to be nominated – it made me feel appreciated and really special!"*

Local groups are often run by a small legion of dedicated and committed volunteers and carers who ensure that things run smoothly to the benefit of both the parents and their little ones.

Proud sponsors of the 2007 awards are *Organix* – the manufacturer of organic children's food. Organix helps to make parents' lives a little easier - they offer a No Junk Promise on all of their foods so parents know they are safe, pure and nutritious. Organix were especially pleased to be associated with these new awards as they feel strongly that best practice should be awarded.

In addition to the What's On 4 Little Ones awards, Organix will also contribute the special Organix Award to the activity that shows special attention to the nutrition of the food on offer to the children.

**- Ends -**

## Notes to Editors:

[www.whatson4littleones.co.uk](http://www.whatson4littleones.co.uk) was launched in March of this year by two Mums at home – Sam Willoughby and Maria Pedley

Sam and Maria both have young children and have gained a lot of pleasure from taking their children to various classes and activities since they were babies. Initially they found it very tricky to find out what was going on so they decided that parents like them needed a single website that would tell them everything that was available in their area for the under 5's.

They are now very busy working with a small network of parents to get all the details of the classes and activities across the UK so that the site can be as comprehensive as possible.

The site provides details of hundreds of classes and activities for babies, toddlers and pre-school children all in local, themed, easy to navigate listings. Currently the site gets over 12,000 visitors per month and covers 21 counties with more activities being added everyday. The site is simple, free to use and crucially is kept up to date. Feedback from parents about the web site has been overwhelmingly positive:

*"I've just looked at your website and it looks fab. Really, really easy to understand and looks good, really impressed. It will be such a good site to have, you wouldn't believe how much time I spend looking for new ideas..."* **RB, Hampshire**

*"Wish your website existed when my eldest was younger!"* **AR, Hampshire**

**Organix Brands** is committed to raising standards in the quality of food fed to children and thereby offering them the best start in life. A campaigning company based in Dorset, Organix makes high quality organic food for baby's and children and provides useful information to parents and others involved with their care.

Organix only uses organic ingredients, believing them to be the best way to reduce exposure to potentially harmful pesticides, as recommended by Professor Vyvyan Howard, Paediatric Toxicologist, Liverpool University.

The packaging for all foods in the Organix range lists the exact contents within the food and the percentage of each ingredient. The labelling also shows the full 8 key nutrients plus salt. This goes beyond the legal requirements and helps to ensure that parents can make the right choices about their child's diet.

Founder and Managing Director Lizzie Vann, is one of the three original members of the 'Food for Life' campaign, created with the Soil Association to put pressure on the government to improve the quality of school meals. This campaign was later taken up by Jamie Oliver in his 2005 TV series.

Lizzie and her team have received many awards including:

- The Practical Parenting Award for Best Toddler Food
- The Mother and Baby Gold Award for 'Best Baby food' for its Organix Goodies range 2004/2005.
- European Women of Achievement
- Caroline Walker Campaign Award
- The best organic baby food for 7 years in a row from the Soil Association
- Lizzie received an MBE for Services to Children's Food in 2002.
- The company won the Consumer Education Award in the Soil Association Organic Business Awards for its efforts in championing parents and Lizzie Vann won the Organic Trophy for campaigning for safe and healthy food for children.
- The Vegetarian Society awarded Organix as 'Best Baby food' in 2003.

For further information on the whatson4littleones 2007 award scheme, please contact Sam Willoughby on 05600 703224 or [info@whatson4littleones.co.uk](mailto:info@whatson4littleones.co.uk)

For further information on Organix brands, please contact Jodie Welton on 01202 409512 or [jodie.welton@organix.com](mailto:jodie.welton@organix.com)