



The 14th Kids First Auction is the Greatest on Earth with First-Ever Elite Upgrades and Sightseeing Marvels

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

Shorewood, Wisconsin and Colorado Springs, Colorado (May 9, 2018) – The 14th Kids First Auction sponsored by InsideFlyer.com and BoardingArea.com will begin May 13. New for 2018 is an amazing array of auction items which will only be available at the InsideFlyer.com website:

- Platinum Elite status in **IHG Rewards Club** through 2019.
- Companion Pass from **Southwest Rapid Rewards** which allows you to choose one person to fly with you, free of airline charges, through 2019.
- Premier Silver status in **United MileagePlus**, including global Star Alliance Silver status, through 2019.

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 10 sightseeing experiences to the auction. We call these the Marvels of the World:

- Amsterdam: Private Sightseeing Tour by Tuk Tuk.
- Barcelona: Fast-Track Sagrada Familia Basilica Entrance Ticket.
- Berlin: Fast Track Ticket for the TV Tower Berlin.
- London: Coca Cola London Eye 4D Experience Tickets.
- New York City: Empire State Building Ticket with optional VIP Skip-the-Line.
- Niagara Falls: Voyage to the Falls Boat Tour with optional Fast Track.
- Paris: Eiffel Tower Guided Climb with optional Summit Access.
- Rome: Skip the Line - Colosseum and Ancient Rome Walking Tour.
- San Francisco: Golden Gate Bay Cruise.
- The Netherlands: Flowerfields & Keukenhof Half-Day Tour & Free Canal Cruise.

“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 Rome 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.
- Hilton Honors: Gold and Diamond status.
- JetBlue TrueBlue: Mosaic status.
- Priority Pass: Standard Plus lounge memberships.
- Rocketmiles: \$300 hotel certificates.
- Southwest Rapid Rewards: A-List and A-List Preferred status.
- Wyndham Rewards: Platinum and Diamond status.

Bidders may also visit a special auction page at the InsideFlyer.com website that features a “company authorized” auction of frequent traveler program miles and points. This will include 30,000-mile certificates from Delta SkyMiles, 1,000 CashPoints cards from Norwegian Reward, 25,000-mile certificate from United, and points from Choice Privileges, Hilton Honors, IHG Rewards, and Wyndham Rewards.

The Kids First Auction will offer three 10-day online auctions. The bidding will begin at KidsFirstAuction.com and provide two bidding venues: InsideFlyer.com and eBay. The auctions will begin on May 13, May 20 and May 27. Check out both 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 2018 Kids First Auction: Allegiant, Choice Hotels International, Delta SkyMiles, GetYourGuide.com, Hilton Honors, IHG Rewards, JetBlue TrueBlue, Norwegian Rewards, Priority Pass, Rocketmiles, Southwest Rapid Rewards, United MileagePlus, and Wyndham Rewards.

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