

ABOUT WORLD OF CHILDREN

World of Children (www.worldofchildren.org) is the only global recognition and funding program for people specifically and exclusively serving the needs of children. Now a 12-year old philanthropy dedicated to identifying and leveraging the efforts of those working on the ground to improve children's lives, World of Children has recognized some of the most promising changemakers for children worldwide and provided funding and visibility for their efforts.

Recently referred to by the media as the "*Nobel Prize© for Children*," the **World of Children Awards** program searches the globe for these everyday changemakers and provides funding and recognition to support their life-changing work for children. World of Children employs a world-class research, review, vetting and selection process led by a committee of independent experts and professionals to find those individuals who are pioneering life-changing programs to benefit children. Then World of Children invests, through cash grants, in those enterprising individuals with a demonstrated track record of success, honors them at an annual awards ceremony in New York City and helps them leverage their World of Children awards to raise additional funds and generate visibility and strategic partnerships for their programs.

To date, World of Children has awarded more than \$2 million in cash grants to 84 changemakers for children working in over 50 countries. The exhaustive worldwide research and vetting of extraordinary individuals spearheading health and humanitarian programs has been hailed by leading philanthropies.

Recent World of Children honorees include:

- Ryan Hreljac, who became a World of Children honoree at age 12 for his campaign to bring fresh water to rural Africa and win designation as UNICEF's Fresh Water Ambassador to the World.
- Hui-Jung Chi, who has spearheaded efforts to end child prostitution in Taiwan by bringing public attention to the barbaric practice of child prostitution and successfully lobbying her government to make it illegal for children under 12 to serve in brothels.
- Dr. Mark J. Manary, MD, who launched "Project Peanut Butter" to prevent African children from dying of starvation through the creation and dissemination of nutritious, easy to access peanut butter.
- Dr. Ricardo Bennun, a plastic surgeon who provides free surgery to poor children in Argentina born with cranio-facial deformities.
- Inderjit Khurana, who founded "train platform schools" – pop-up schools created right on the railway platforms of India – to provide India's poorest street children with access to education.

Together, World of Children honorees have actively been spearheading nearly 100 organizations worldwide — in areas such as education, health care, career training and economic opportunity — collectively impacting millions of children.

ABOUT HARRY LEIBOWITZ WORLD OF CHILDREN FOUNDER & BOARD CHAIR

Long before "boomers giving back" became a story, Harry Leibowitz was pioneering a new model of hands-on philanthropy.

Harry grew up in humble beginnings in Brooklyn, New York – throughout World War II and into the early 1950's his family lived in an old bungalow in Coney Island where ten families shared the common bathroom facilities and he began working long hours upon becoming a teenager. Through these experiences, he developed an incredible work ethic and an appreciation for the plight of children born into challenging circumstances.

Harry went on to enjoy a successful business career, serving in senior executive positions at companies such as Procter & Gamble, ESMARK, Myojo Foods, and also running his own marketing consultancy. His years of business travels around the world gave him a firsthand taste of the plight of children in developing countries and made a lasting impression.

In 1996, Harry had a vision for World of Children when he was recovering from cancer surgery at age 55. Watching the Pulitzer Prize announcements on TV, he noted that while there was a Pulitzer for art and literature, and a Nobel for the sciences and peace, and an Oscar for films, there were no awards for those who were tirelessly serving children in need.

That realization was a catalyst for Harry, and he subsequently founded World of Children and pledged to dedicate the rest of his life to creating a "Nobel Prize© for Children" awards program to support social changemakers helping children in need around the world.

A decade later, Harry now devotes all his time to running World of Children – serving as Board Chair and visiting World of Children honorees around the globe along with his wife Kay-Isaacson Leibowitz, a World of Children board member and retired fashion executive who has served at the helm of leading brands such as Banana Republic and Victoria's Secret.

Harry's honors include the Procter & Gamble Alumni Humanitarian Award in 2007, the Reclaiming Youth International Child Advocacy Award in 2006 and the Starr Commonwealth Child Advocacy Award in 1999.

ABOUT KAY ISAACSON-LEIBOWITZ WORLD OF CHILDREN CO-FOUNDER AND BOARD MEMBER

Kay Isaacson-Leibowitz is a senior retail executive with thirty-seven years of merchandising and management experience in specialty stores, department stores and product development. Currently, Kay serves as an Independent Director on the Boards of Coldwater Creek (NASDAQ) and GUESS? (NYSE). Kay has served as an Executive Vice President for Victoria's Secret Stores as acting President and Senior Vice President of Merchandising for Banana Republic. Ms. Isaacson-Leibowitz also served as Chairman of the Advisory Board for City University of New York Honors College. In addition to her leadership with World of Children, Kay has also made significant contributions to myriad nonprofit organizations. She was instrumental in the early success of Brian's House, a home for children with AIDS in Dallas, Texas and served as a board member for Chances For Children, a philanthropy founded by The Duchess of York.