

Press Release

Go on - wear something WOW for World Orphan Week 9-15 February 2009!

SOS Children, the world's largest orphan charity is asking children of all ages to dress up or wear something out of the ordinary for one day during **World Orphan Week** (9-15 February 2009) to help give orphaned and abandoned children a family... for life! It's so easy to take part. By registering online at www.soschildren.org/wow you can receive your free fundraising pack.

100% of the suggested donation of £1 per child to take part in 'wear something WOW' goes directly to SOS Children.

SOS Children is the world's largest orphan charity and provides a new family and home for children whose parents are unable to care for them: AIDS orphans, street children, child soldiers and children orphaned by war, poverty, illness or natural disasters. The charity currently cares directly for more than 70,000 orphaned and abandoned children in 473 unique children's Villages in 123 countries around the world. More than 1 million people also benefit from SOS outreach programmes which include nurseries, schools, vocational training centres as well as medical centres, community support programmes and emergency relief work.

World Orphan Week can also provide children in the UK with a fun opportunity to learn about other countries, cultures, religions and ways of life. For schools taking part, teachers can combine WOW with

specially designed lesson plans which enable pupils to have a real connection with issues on the school curriculum such as the HIV/AIDS pandemic, child soldiers and child labour.

Our main partner for WOW 2009 is the Monsoon Accessorize Trust. Monsoon have created a fabulous WOW children's bag, from which 100% of the profits will go to SOS Children.

Celebrity supporters including Phil Spencer, Georgie Henley, Louise Minchin and George Alagiah have got behind 'wear something WOW' so what are you waiting for?



WOW children's bag - available in Monsoon Accessorize stores soon!



BBC Presenter, Louise Minchin



TV Presenter, Phil Spencer



Georgie Henley, *Chronicles of Narnia* actress

SOS mother with her family, SOS Children's Village, Arusha, Tanzania. (Photo: Mr Seger Erken)



Pupils from Barnardiston Hall School looking WOW in 2008!

Contact:

For further information on 'wear something WOW' please contact:

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Notes to Editors:

- 100% of the proceeds from 'wear something WOW' will go towards SOS Children projects worldwide
- World Orphan Week is organised and run by SOS Children
- SOS Children is part of the umbrella organisation, SOS Kinderdorf International
- WOW 2009 partners are The Monsoon Accessorize Trust - www.monsoontrust.org. The campaign is also supported by Hamley's toy store
- SOS Children has many compelling stories of children whose lives have been transformed by the charity. To learn more, please contact us. Hi-res photographs of our children, projects and celebrity supporters are also available



The Monsoon Accessorize Trust



SOS Children's Villages
the world's largest orphan charity

MEET SOME WOW PEOPLE! ▶

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► Katie Dudley – volunteer mum and founder of WOW

Katie Dudley founded the World Orphan Week campaign with SOS Children three years ago after a desire to raise awareness for vulnerable children. WOW would not be the same without Katie's energy, enthusiasm and great sense of humour! Katie says "wearing something WOW' is such a simple thing to do but the impact on the thousands of children who SOS Children care for is incredible."



◀ Phil Spencer – T.V presenter, dad of two and WOW supporter

TV presenter Phil Spencer visited our projects in Ghana last year and has been a committed supporter of the campaign ever since. He is also an SOS Children Ambassador. Phil says "I experienced SOS Children's work in Ghana first hand last year and was truly inspired by what I saw. If dressing up for a day will help the charity support even more children and communities, then I will be asking everyone I know to 'wear something WOW.'"

► Marie Jaqueline, SOS child and UK University student

26 year-old Marie Jacqueline was just nine months old when she first arrived at SOS Children's Villages Senegal. After successfully completing her studies in Senegal, she is now studying in London for an MBA in Finance at the London School of Commerce. She hopes to pursue a career in child welfare because she wants to help other children with a similar background to hers.

Marie says "Because of SOS Children I can continue my studies in London. SOS Children was crucial for me and is for all the children they help. My SOS mother, Sokhna, was an exemplary mother for me and I am so thankful."



◀ Angie, SOS child

In April 2003, Angie arrived at SOS Children's Village Mallasa in La Paz, Bolivia, after an avalanche destroyed her house and tragically killed her parents and relatives.

Angie came from the town of Chima, located in the mountainous valleys of "Los Yungas" near La Paz, where the avalanche had wiped out part of the town, leaving many children orphaned.

At the Village, an SOS mother, a cosy house and a new family were waiting for Angie. Angie says she remembers arriving at the Village and meeting Sandra, her new mother, whose main task, to begin with, was to give Angie the support and love she needed in order to help her recover from the disaster.

Today, Angie is happy and healthy and enjoys spending time with her new mum and seven siblings! The family often go out for walks, watch TV, go out to play in the playground or do sports.