

ALL 4 THE KIDS LAUNCHES TO BENEFIT THE CHILDREN OF ACTION SPORTS DESTINATION COMMUNITIES

Tickets Now Available for Non-Profit Organizations First Event with Surf Aid International

LONG BEACH, CA, January 15, 2009 -- All 4 the Kids announced its official launch today as a new non-profit organization whose mission is to provide children of global action sports destinations with tangible items that will help enrich and save their lives. As a 501(c)(3) organization (pending), All 4 the Kids was formed to operate with no overhead, so that each and every dollar raised will go straight to the children who are its focus.

All 4 the Kids was founded by three-time national amateur champion and former WQS Pro Mike Reilly, who along with a select group of friends, wanted to make a positive impact in the lives of the children he saw when traveling the world surfing. Each All 4 the Kids fundraising activity will focus on a specific initiative that directly affects the lives of children living at or near a popular action sports destination.

"Through my travels, I've seen first-hand how the basic needs of children in our favorite surf destinations just aren't being met. All 4 the Kids is committed to finding exceptional causes each year and producing events to support them," said Reilly. "By operating without any overhead, partners and supporters can feel confident that their donation will be directly applied to the cause of bettering or saving a child's life."

First Event – Mosquito Nets for Sumatra Fundraising Dinner

All 4 the Kids first effort is to work with Surf Aid International to provide mosquito nets and disease education within the communities off of Indonesia's Sumatran coast. According to the Red Cross, approximately 100 million people in Indonesia (nearly half of the entire population) are at risk of malaria infection, with an estimate 42,000 dying of malaria annually. Repeated bouts of malaria are known to damage the mental and physical development of children, interfering with their schooling and killing the weakest.

On March 21, All 4 the Kids will be hosting their first fundraising event, "Nets for Life," in order to raise money to purchase insecticide treated mosquito nets that will be distributed to families and children who otherwise would not be able to afford them. Taking place at the Kona Café in Huntington Beach, CA the dinner event will feature live music from the Gonzalo Bergara Quartet and 80's cover band Cover Me Bad. Information about donations and details on this year's "Nets 4 Life" event can be found at www.all4thekids.org.

People interested in attending the fundraising dinner and brands looking to support “Nets 4 Life” or other All 4 the Kids events should email info@all4thekids.org.

About All 4 the Kids

All 4 the Kids is a status-pending 501(c)(3) non-profit organization formed to provide children of global action sports destinations with tangible items that will help enrich and save their lives. With a zero-overhead business model, All 4 the Kids was formed to operate so that each and every dollar raised will go straight to the children who are its focus.

Information on how to become involved with All 4 the Kids can be found online at www.all4thekids.org