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FOR IMMEDIATE RELEASE

NextAid Unites with KidTribe for a Girl Power-Themed Community Event at the Jim Henson Company Lot Saturday, August 7, 2010

July 16, 2010 (Los Angeles, CA) –The Los Angeles-based nonprofit organization, NextAid, and international fitness and self-esteem program, KidTribe, is holding a unique, community event and fundraiser for all ages on Saturday, August 7th from 2 to 5 p.m. at the historic Jim Henson Company lot (formerly the Charlie Chaplin Studio) at 1416 La Brea Blvd in Los Angeles. The minimum donation for entry is \$15 per child or \$50 for a family of four. Ticket costs will go towards the building of Women and Girls' Health Resource Centers in Sierra Leone and Namibia. To purchase tickets or make a donation, visit www.nextaid.org/donation.htm. For more information, please visit <http://tinyurl.com/2fuxe23> or email events@nextaid.org or call (424-298-8451).

This special day of “edutainment” will raise awareness of the plight of women in developing countries, where pregnancy is the largest killer of girls ages 15-19. Research shows that women who are armed with education and access to resources have lower rates of pregnancy and higher rates of productivity.

Attendees will experience an event filled with fun and interactive ways to learn about the power of girls, and the importance in investing in girls to ensure a healthy future. Featured activities include an African drumming and dancing extravaganza, KidTribe's Hoopapalooza Hoopathon, film screenings, a “Save a Girl: Save the World!” Treasure Hunt and exciting performances from special guests. Event-goers will also be encouraged to let their creativity flow with mask-making, henna tattoos and other arts and crafts. Local food and beverage vendors will not only be present, but will be donating a portion of their proceeds to this great cause.

As part of the African First Ladies Initiative, NextAid has partnered with Architecture for Humanity to contribute to the global effort to reach the United Nations Millennium Development Goals (UN MDG#5), starting with the creation of Women and Girls' Health Resource Centers in Sierra Leone and Namibia. This project most specifically focuses on MDG #5: reducing maternal mortality.

NextAid's mission is to improve the lives of children and youth in Africa by promoting and implementing sustainable solutions. NextAid raises awareness for, and partners with, community-based projects and grassroots organizations in Africa and believes that an integrated approach is the best formula for establishing real and lasting change. Through music events and public education initiatives, NextAid provides empowering opportunities for concerned individuals to make a difference. Partnering with KidTribe for our family-friendly event is the perfect way to integrate music, dance and community! www.nextaid.org

Founded in 2002, KidTribe is an award winning international obesity prevention program that has over 2 million participating kids and teachers through its cutting-edge school programs and high energy live events. Having just performed at The White House for the Easter Egg Roll in conjunction with the First Lady's "Let's Move" campaign, KidTribe has also been featured on PBS, Discovery Kids, NBC News, KTLA, the BBC and Scottish TV. Most recently KidTribe created a hip-hop DVD series for NASA called "Space School Musical" that will be available for every school in the nation. With a mission to elevate self-esteem, create a contagiously healthy environment and bring together communities through music and movement, KidTribe is thrilled to be joining forces with NextAid for this important cause.

www.kidtribe.com

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