

Press Release: May 1, 2009
Subject: Kids First! Villa Rental Program
Launch of program
Contact: Bruce Claflin
info@kidsfirststj.org
340 693-8335

Kids First! Launches Villa Rental Program Announces Founding Villa Agencies and Initial Participating Villas

“Doing Well by doing Good”

Kids First!, a Virgin island non-profit corporation dedicated to supporting education on St. John, has launched a new initiative called the Kids First! Villa Rental Program. Under this program, participating villas agree to direct 2% of all rental income to support Kids First!. In return, those villas receive licenses, marketing services and publications that allow them to aggressively market their support of Kids First! to prospective renters. Island visitors who rent participating villas know that at no additional cost, they are directly contributing the future of our children and the success of the island.

“Visitors to our island develop a strong attachment to our community” said Bruce Claflin, president, Kids First!. “That is why so many return year after year. By offering them the opportunity to directly contribute to the welfare of St. John, villa owners leverage that interest to gain more rentals and differentiate their rental homes from other villas that do not participate. Everyone wins—the villa guest helps the children of the island, the villa owner increases rental income, and education on St. John receives important support. It is a classic example of ‘doing well by doing good’”.

Suite St. John and Island Getaways, two leading St. John villa rental agencies, have been working with Kids First! to launch this innovative program. Commenting on it, *Richard Matheny*, President of Suite St. John said “Contributing to the education of St. John’s children is of paramount importance to all St. John businesses. The Kids First! Villa Rental Program

is an innovative way to support the education and development of St. John's school children while offering our Suite St. John clientele a bona fide program through which they can contribute to the children and future of St. John". *Kathy McLaughlin*, President of Island Getaways said "As a mother of a seven year old daughter, I see first-hand the need to support the children and schools of St. John. I am very excited about this program and was pleased to be involved from the beginning. I look forward to sharing this dream of a better future for our children, with visitors who call St. John their second home".

The initial villas that will participate in this program are:

From Suite St. John:

Jungle Stone: www.junglestone.com

Coco De Mer: www.villacocodemer.com

Cinnamon Bay Estate: www.cinnamonbayestate.com

From Island Getaways:

Cinnamon Stones: www.islandgetawaysinc.com/cinnamon-stones.html

It is the intent of Kids First! to selectively extend this program to other island villas over the summer. A full scale roll-out will begin at year end for the 2010 time frame and beyond.

Villa owners or rental agencies who would like to learn more about this innovative program should contact Kids First! at info@kidsfirststj.org

About Kids First! --Our mission is to support quality education for all the children of St. John in a safe and nurturing environment. Kids First! believes that supporting quality education is the single most important contribution we can make to keep St. John the special place it is today. By providing a quality education for our children, they will mature into responsible citizens, enjoying the fruits of a productive, happy life, while providing the leadership we need for the future. www.kidsfirststj.org

About Suite St. John—Suite St. John Luxury Villas Management is a St. John rental agency specializing in ultra-luxury villas and upscale oceanfront condos. Representing exclusive properties in Peter Bay, Catherineberg, Virgin Grande Estates, and Gallows Point Resort, Suite St. John has earned a

reputation for providing first-class accommodations with first class services. Suite St. John has been managing vacation properties on St. John since 1982.
www.suitestjohn.com

About Island Getaways—Island Getaways offers 11 elegant, upscale villas and classic Caribbean style homes. We represent a unique selection of St. John's best, with an emphasis on personal service. Island Getaways has been creating unforgettable vacations since 1996.
www.islandgetawaysinc.com