

## WorldNomads.com wins Golden Backpack Innovation Award

Leading online travel insurance provider **WorldNomads.com** has been named winner of the “Innovation Award”, as selected by an industry panel in the annual TNT Magazine Golden Backpack Awards.

Australia and New Zealand’s only dedicated awards for the independent travel sector, the criteria for the inaugural innovation award was “a unique idea that stood out”.

**WorldNomads.com** was awarded the innovation accolade for its social responsibility program, Footprints, an ‘opt-in’ donation program that allows online customers to make micro-donations to a selected list of participating projects that help alleviate specific poverty-related problems across the world.

**WorldNomads.com** Community Relations Manager, Christy McCarthy, says it was an honour that the innovation of the Footprints program was recognised by the industry.

“Footprints started out not driven by commercial imperatives, but as a mechanism to ‘give back’,” says Christy.

“It’s a program that allows travellers to ‘get involved and make a difference’, and despite its altruistic philosophy, has resulted in the creation of a ‘community’ of likeminded businesses and individuals.

“We have raised \$500,000 from more than 180,000 micro donations since the program’s inception, funding 34 projects in 18 countries and changing the lives of thousands of people living in poverty.

“Importantly, the portability of the technology underpinning Footprints, which was undoubtedly a factor in its ‘innovation rating’, means that likeminded online businesses can become part of our Footprints Network.

“We believe there is a moral obligation to give back to the communities in which we travel and we believe that is an ongoing responsibility, not just today.”

A full list of projects currently underway is available at <http://footprints.worldnomads.com/>.

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18 November 2008

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