

Australian children participate in global art initiative World Kids Colouring Day - May 6, 2016

For the ninth consecutive year, writing instrument company STAEDTLER and Save the Children have joined forces globally in support of **World Kids Colouring Day**. Children are again invited to participate in this colouring campaign to help vulnerable children. The concept is simple; children sell their artworks to raise funds which contribute to Save the Children Australia.

On World Kids Colouring Day, creativity knows no bounds: Whether individual pictures, colourfully drawn illustrated stories, picture galleries or exhibitions of children's art - the last eight years has inspired an infinite range of artworks! Many children worldwide participated in World Kids Colouring Day in 2015, creating imaginative and wonderful pictures at group and school events or at home.

This year's colouring theme is 'Funny Animals.' What child wouldn't jump at the chance to set off on an adventure into the wonderful world of animals? On land, in water, or in the air, children are encouraged to express what animals mean to them, through colouring and drawing - creativity and originality are highly-encouraged.

STAEDTLER is calling upon all teachers, educators and parents to organise their own colouring events at school, kindergarten and home in support of World Kids Colouring Day, May 6.

Getting started is simple, visit www.world-kids-colouring-day.com.au where you will find a diverse range of materials available to download;

- **Registration page** for schools and organisations (*register before April 27*).
- **Support materials incl.** World Kids Colouring Day Activity Book, colouring templates and activities, theme and inspirational ideas to help get children started.
- **Teaching resources** - developed by teachers for teachers to assist with lessons. Educational information on the subject of exploring the world and ready-made worksheets for students.
- **General information (how to contribute and make donations), and ideas on how to participate** in the program (e.g. art exhibition, art auction, colouring day, sponsors for individual artworks etc....)

Deadline for artwork submissions to STAEDTLER is *May 31st*. The lucky winners will be awarded with some great prizes up for grabs:

- Schools / organisations that enter as a class will have the chance to win the 'group prize' of \$1,000 cash grant plus a \$500 STAEDTLER prize pack.
- The most 'creative individual entry' will receive a \$200 STAEDTLER prize pack.
- The individual or group who donates the highest amount will be recognised as the donation champion and receive a \$200 STAEDTLER prize pack!

The universal language of pictures is understood the world over and unites children on all continents. Colouring is an important form of expression, especially for small children still discovering their world. World Kids Colouring Day needs the support of adults to co-ordinate the fundraising events, encourage children to participate, and to help children understand how their contribution can change the world of a child less fortunate.

Save the Children is one of Australia's largest aid and development agencies dedicated to helping children, delivering programs in more than 120 countries, including Australia. With 18% of children in Australia living in poverty* it can be difficult for these children to access quality education, healthcare and protection services. (*According to the Australian Council of Social Services).

Funds collected from STAEDTLER's World Kids Colouring Day in 2016 will continue to support Save the Children's programs working towards ensuring that every child in Australia enjoys a safe and happy childhood and reaches their full potential.

Nich Lee, Managing Director of STAEDTLER (Pacific) Pty Ltd, *"STAEDTLER Australia is committed to this annual event and its contribution to a meaningful, positive change through the support of Save the Children. We want to emphasise how important colouring is for child development and make a difference to the security and stability of those children who need it most - those who do not have the chance for an adequate start to equip them for the future."*

Paul Ronalds, Chief Executive Officer of Save the Children Australia, said: *"Save the Children runs 63 projects across more than 150 sites in Australia helping vulnerable children and families. With the support of World Kids Colouring Day, children around Australia will be able to help their peers enjoy a safe and happy future".*

About  

As one of the leading international manufacturers of writing, colouring and drawing instruments, STAEDTLER applies sound environmental protection programmes as part of its 'efficient for ecology' ethic. STAEDTLER's philosophy as 'a brand with tradition shaping its future' describes both the origin and dedication of the company. Quality, innovation, design and functionality characterise all STAEDTLER products.

STAEDTLER is proud to be the initiator of World Kids Colouring Day held May 6th each year globally, to help more children in need. For further company and product information visit: www.staedtler.com.au or www.facebook.com/StaedtlerAustralia

For information on World Kids Colouring Day visit www.world-kids-colouring-day.com.au



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