



PRESS RELEASE

February 2025

World Kids Colouring Day 2025: What does happiness look like for children?

The 6th of May is World Kids Colouring Day. Once again, STAEDTLER is inviting children all over the world to take part in the great drawing competition. The nice theme for this event: "Luck & Happiness." Children between the ages of 3 and 12 can participate, either alone or as a group. For every drawing STAEDTLER receives from 1 March to 31 May 2025, 1 euro will go to the children's rights organisation Plan International Germany for a child aid project in Togo (up to 50,000 euros). This funds projects for preschool children in particularly poor regions.

The drawing competition encourages children to deal with their feelings

Over 100,000 children took part in the drawing competition in 2024. The enthusiasm for drawing is therefore just as strong as ever, even in the digital age. With this in mind, STAEDTLER expects a great turnout in 2025, too. The motto **"Luck & Happiness"** leaves children plenty of freedom and encourages them to think. Especially for younger children, happiness is abstract and initially difficult to understand. After all, moments of happiness feel different for everyone and happiness also means something different to everyone. With this theme, STAEDTLER wants to encourage children to explore their own feelings. It's often the little moments in life that make you happy. It can be the wonderful time spent with friends or family. It might be the fun of meeting new friends on holiday. You can also feel particularly happy when you're on holiday, enjoying summer by the sea or winning a snowball fight in winter. Happiness has many facets.

If you like, you can also put lucky charms such as lucky pigs, ladybirds or four-leaf clovers onto paper. Each country has different lucky charms and may also have its own understanding of luck. That's what makes this drawing competition so varied.

Happiness is well-being, joy and satisfaction

Creativity or perfection is not crucial; the main thing is that the children have fun drawing and that they feel "happy". Unfortunately, this is no longer the case today. The aftermath of Covid, future prospects, climate change – all can harm a child's well-being. The latest World Happiness Report also shows that girls in particular have been less satisfied since 2019. It's therefore good that some federal states are introducing the subject of happiness into the school curriculum. It is intended to help develop emotional intelligence and achieve life satisfaction. Children should learn what happiness really means. The drawing competition is therefore coming at just the right time.



Helping children in Togo find happiness through donating

Encouraging and 'rewarding' children's creativity is only one aspect of the drawing competition for STAEDTLER. Children's happiness is widely distributed around the world due to poverty, malnutrition and lack of educational facilities. This is where the company wants to make a difference and has been supporting the children's rights organisation Plan International Germany for several years. This is also the case with this drawing competition. For each drawing received by STAEDTLER by 31 May 2025, 1 euro will go to a **child aid project in Togo** (up to 50,000 euros).

Togo is a country in West Africa. It is one of the poorest nations in the world. Preschool education and health facilities are lacking, especially in rural regions. Many parents, especially young mothers, spend most of their time at work or looking for work and can therefore spend less time with their young children and support them. Plan International wants to contribute to ensuring that young children up to the age of five have improved access to supportive, needs-based care and education. The aim is to significantly improve the development opportunities of small children in a family environment.

For more information on World Kids Colouring Day 2025, please visit: [World Kids Colouring Day | STAEDTLER](#)



Caption:

Happiness is diverse and should be questioned by children when drawing. The colourful cover image of the brochure for the drawing competition with numerous lucky charms also shows the richness of its facets.

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Caption:

The drawing competition supports a children's aid project by Plan International Germany in Togo. Toddlers, especially in rural areas, should have access to loving, needs-based care and education.

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Caption:

Togo is one of the poorest countries in the world. Plan International supports nurseries, educational institutions and health centres. This will also help to identify and treat diseases and malnutrition more quickly in the future.

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About Plan International

Plan International is a religiously and ideologically independent organisation for development cooperation and humanitarian aid. For 80 years, the organisation has been working to ensure that girls and boys can live a life free from poverty, violence and injustice. Children in over 80 countries are actively involved in shaping the future. The primary goal is sustainable community development and improvement of living conditions in partner countries. It responds quickly to emergencies and natural disasters that threaten the lives of children. The United Nations Sustainable Development Goals strengthen Plan International's commitment to gender equality for girls and women. The global goal: 200 million girls are to learn, lead, decide and develop their full potential.

www.plan.de

About STAEDTLER

STAEDTLER ranks among the world's leading manufacturers and suppliers of writing, colouring, drawing and modelling products and is one of Germany's oldest industrial companies. With its products, STAEDTLER inspires the creativity of its customers throughout their life: from their first attempts at colouring in early childhood to products for creative work. The writing and creative goods manufacturer offers a wide range of high-quality products for all ages and demands, constantly developing new approaches to connect analogue tradition and digital innovation. STAEDTLER headquarters are located in Nuremberg. It currently employs almost 2000 people worldwide and is represented by affiliates in 26 countries. www.staedtler.com

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