



PRESS RELEASE

April 2025

World Kids Colouring Day 2025: Celebrating Unity & Happiness Through Art

The 6th of May marks World Kids Colouring Day 2025, an international initiative by STAEDTLER aimed at inspiring creativity and expression among children through the power of art. In Malaysia, STAEDTLER Malaysia is proud to organize the **“Unity & Happiness” Nationwide Online Drawing & Colouring Contest** from 1st April to 30th June 2025. This campaign invites young artists from across the country to express their creativity and emotions through art while supporting a meaningful cause.

Celebrating Unity & Happiness Through Art

Happiness is unique to each child, and through this competition, STAEDTLER Malaysia encourages young artists to depict what unity and happiness mean to them. Whether it's spending time with family, playing with friends, or moments of kindness, their artwork will serve as a reflection of joy and togetherness. With this initiative, children not only develop their artistic talents but also cultivate empathy, respect, and appreciation for those around them. Art has the power to bridge differences and foster understanding, reinforcing the importance of unity in a diverse society like Malaysia.

Participation & Categories

The **“Unity & Happiness” Nationwide Online Drawing & Colouring Contest** is open to children between the ages of 3 to 12 years old, either as individuals or in group settings such as classrooms or art clubs. The categories are as follows:

- Category A: 4 – 6 years
- Category B: 7 – 9 years
- Category C: 10 – 12 years old

For every artwork received from participants between 1st April to 30th June 2025, STAEDTLER will contribute 1 Euro per artwork to support **Plan International Germany's** project in Togo, West Africa. The project aims to improve early childhood care and education for children in 16 underprivileged communities, providing them with essential learning, nutrition, and better access to clean water. Many families in Togo struggle with poverty, making it difficult to provide adequate support and care for young children. This initiative allows creative young Malaysians to make a meaningful difference, proving that art and creativity can be powerful tools for kindness and generosity.



Exciting Rewards Await!

Participants in Malaysia will stand a chance to win high-quality STAEDTLER products, educational toys, and cool **prizes worth over RM10,000** in total.

School Incentive Rewards

In appreciation of schools that support our campaign, STAEDTLER Malaysia will recognize schools with high participation by contributing towards their art activities and programs. This initiative aims to encourage more students to take part and experience the joy of creative expression.

The school rewards are as follows:

- **Over 600 submissions** – RM300 monetary support + STAEDTLER product support for the school's art/creative program
- **Over 1,000 submissions** – RM600 monetary support + STAEDTLER product support for the school's art/creative program
- **Over 2,000 submissions** – RM1,400 monetary support + STAEDTLER product support for the school's art/creative program

This initiative not only encourages artistic expression but also fosters a strong creative culture in schools.

Join this creative and meaningful campaign!

STAEDTLER Malaysia invites all children aged **3 to 12 years old** to take part in this meaningful initiative. Let's celebrate **Unity & Happiness** through art and create a brighter, more compassionate future together. For more information on **World Kids Colouring Day 2025** in Malaysia visit: www.staedtler.com.my/worldkidscolouringday



Caption:

Happiness is diverse and should be questioned by children when drawing. The colourful cover image of the brochure for the drawing competition with elements of togetherness, also highlights the importance of unity in diversity.

Image rights:

STAEDTLER Malaysia



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.

Image rights:

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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.

Image rights:

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About Plan International Germany

Plan International is an independent organization that provides humanitarian aid and supports community development, without being influenced by religion or political beliefs. 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. In Malaysia, we have gained significant popularity as a preferred stationery brand for both children and adults, earning over 60 years of brand loyalty since our establishment in 1964. We strive for excellence, nurturing artistic expression and providing innovative products to customers worldwide.

www.staedtler.com.my

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