



PRESS RELEASE

February 2020

THE UNIVERSE THROUGH THE EYES OF CHILDREN: STAEDTLER LOOKS TO “GALAXY ADVENTURE” FOR WORLD KIDS COLOURING DAY 2020

Far-off planets, their amazing inhabitants, new and above all colourful worlds: This year’s theme for World Kids Colouring Day on 6 May 2020 promises to attract lots of breathtaking and imaginative entries. The campaign, which runs from 1 April to 30 June, encourages children to bring their ideas of galaxy adventures to paper. Writing materials and creative goods manufacturer STAEDTLER will support Plan International with one Euro for every picture submitted. Last year 21,903 pictures were sent in to the company from all around the world.

Action and Motivation

“Galaxy Adventure” – the theme of this year’s World Kids Colouring Day – promises to attract some dazzling entries. What do children imagine other worlds are like? Do their far-off universes have inhabitants or not? Are they full of glitter or dusty deserts? From 1 April 2020, STAEDTLER is inviting children between three and twelve years old are invited to let their imagination run free and send in their colourful contributions for the 12th World Kids Colouring Day. The closing date is 30 June 2020. *“We want to arouse children’s curiosity, which teaches us so much. We’re sure that we’re going to be amazed by all their inspiration and ideas,”* says Britta Olsen, who’s responsible for World Kids Colouring Day at STAEDTLER.

Supporting and inspiring others

Wherever children are, at home with their parents and grandparents, at kindergarten or in their class at school, they can all join in and support the campaign. *“World Kids Colouring Day this year will give us the chance to see distant galaxies through the eyes of children. And we’ll be delighted if our participants slip a personal word or two about their works of art into the envelope as well. This will allow us all to hear the stories behind the pictures,”* explains Britta Olsen.

Plan International: Better learning environments for children in Rwanda

For the third year running, STAEDTLER’S World Kids Colouring Day is supporting Plan International with one Euro for every picture submitted. The proceeds will go to help the Good Education for Children in Rwanda project, which provides a safer and more child-friendly learning environment and creates sustainable improvements in conditions at 25 nursery schools and 20 primary and secondary schools in the Bugesera and Nyaruguru districts in Rwanda. Based on previous experience, the fact that their pictures are helping to improve the learning

1 of 2

CONTACT DETAILS

STAEDTLER Mars GmbH & Co. KG
Moosaeckerstraße 3
90427 Nuremberg, Germany
www.staedtler.de
info@staedtler.com

BRITTA OLSEN

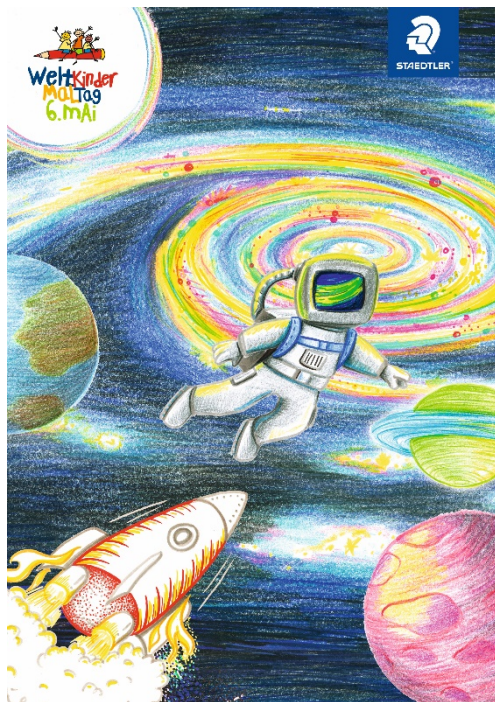
Head of Brand and Communications
phone: +49 911 9365-821
fax: +49 911 9365-99219
email: britta.olsen@staedtler.com



environment for others gives children and young people extra motivation, making even the youngest participants more aware of the realities outside their own lives. In 2019, 21,903 pictures were submitted to STAEDTLER on the theme of "Follow your dream...!"

Further information on World Kids Colouring Day and conditions of entry from <https://www.staedtler.com/intl/en/company/about-staedtler/corporate-social-responsibility/>

Anyone who wants to can send STAEDTLER a video about the story behind their picture at: info@birke.de



Picture caption: Poster design for World Kids Colouring Day 2020.

About STAEDTLER

STAEDTLER is one of Germany's oldest industrial companies. The group ranks among the world's leading manufacturers and suppliers of writing, colouring, drawing and creative products. 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 employs 3,000 people in 26 countries worldwide – of which 1,200 work in STAEDTLER'S domestic market. For production the company stays true to its roots and counts on quality "Made in Germany": nearly two-thirds of all STAEDTLER products are manufactured in Germany. www.staedtler.com

About Plan International

Plan International is an independent organization, with no religious, political or governmental affiliations. We stand up for children's rights worldwide and strive to be open, accountable and honest in what we do. We have been working for over 80 years to tackle poverty, violence and injustice. In more than 70 countries, girls and boys are encouraged to actively shape their future. Our main objective is to achieve sustainable change and to enhance the living conditions of the people in our partner countries. When disasters or conflicts threaten their lives and well-being, we are quick to respond. The United Nations Sustainable Development Goals encourage us to continue to strengthen girls and women and to promote gender equality. Our ambition is to transform the lives of 100 million girls so that they can learn, lead, decide and thrive.