



PRESS RELEASE

August 2021

Record for World Kids Colouring Day 2021: 30,958 images submitted by children from 19 countries

World Kids Colouring Day on 6 May inspired tens of thousands of children worldwide to get creative with their surroundings and the topic of biodiversity. Under this year's motto "Let`s discover nature – on land", a total of 30,958 pictures were painted, drawn and crafted in 19 countries. Record participation is also good news for hundreds of families in Peru. The child rights organisation Plan International Germany is once again receiving one euro per submission from stationery and creative goods manufacturer STAEDTLER, this year as a support for the "Allin Mikuna – Healthy Nutrition for Children" project in the Peruvian region of Cusco.

More than 30,000 entries

From Europe to Asia and South America, World Kids Colouring Day this year inspired tens of thousands of children in 19 countries to discover nature in their surroundings and capture their impressions in imaginative pictures. With 30,958 entries for the campaign day on 6 May, STAEDTLER received significantly more pictures than in previous years. "We are delighted that the motto has been so well received by the children," says Britta Olsen, Head of Brand & Communications at STAEDTLER. "There were several similarities in the entries from different continents, for example, many of the children painted trees. At the same time, regional differences and special features are noticeable." Motives with mountains or animals such as penguins, iguanas and leopards were submitted from Ecuador, for example. And while colorful, detailed jungle landscapes arrived from Malaysia, children in Germany liked to draw apple trees, flowers and bees – including a bee tea party.

Nature through children's eyes

"We were very impressed by the pictures of the children. The large number of motives depicting the diversity of species in the different regions was overwhelming. Not to mention the children's creativity in how they put their experiences and impressions on paper," says Britta Olsen. In addition to classics such as watercolours as well as coloured pencils, felt-tip pens and watercolour pencils, the colourful works of art also used natural materials: Sticks and leaves become a tree; pebbles and flowers adorn the painted forest path. "Parents, but also schools, kindergartens and daycare centres have used the motto 'Let`s discover nature – on land' to motivate the little ones to go outside for World Kids Colouring Day. Some even went on a treasure hunt in the outdoors," says Britta Olsen.

For example, the daycare association Wahrburg in Stendal (Germany) experienced the joy of discovery for their little charges with its first participation in World Kids Colouring Day: "We loved seeing our more shy and restrained children blossom in the drawing competition. It was a great feeling for the little ones to be able to actively help with a project as big as World Kids Colouring Day," report Susanne Rudel and Katrin Lodders-Hoffmann as members of the daycare association. In order to share the impressions with more people, they even organised a small exhibition– clearly visible in a store window.



Experience adventures for a good cause

The children were not only able to get creative, but also painted and crafted for a good cause: STAEDTLER is supporting the child rights organisation Plan International Germany for the third time. Thanks to the numerous pictures, Plan International Germany will receive 30,958 euros from STAEDTLER this year - one euro per submission - to support the "Allin Mikuna" project in Peru. A total of around 600 families in the province of Paucartambo in the Cusco region should be able to secure and improve their livelihoods. To this end, Plan International Germany is organising training courses on organic agriculture as well as measures for the cultivation of food and for better income opportunities for women.

For several months now, hundreds of families with children under the age of five have found support in healthy nutrition and in building their own sustainable businesses. In addition to start-up financing for 300 families and a seed capital for eleven groups of entrepreneurs, numerous activities rely on information and exchange, especially in schools. Here, children learn more about healthy nutrition and environmental protection through workshops and develop joint action plans in groups to reduce pollution. "Thanks to the generous support, we can improve the nutritional situation for disadvantaged children in Peru in the long term," says Kathrin Hartkopf, spokesperson for the Management Board of Plan International Germany. "The children also learn how to protect nature more efficiently. We look forward to the competition next year and thus to continuing our successful cooperation with STAEDTLER."

More information on World Kids Colouring Day 2021 can be found at:

[World Kids Colouring Day | STAEDTLER](#)



Caption:

With 30,958 entries from 19 countries, World Kids Colouring Day 2021 has set a new record. The motto "Let's discover nature – on land" also included works of art made from natural materials such as sticks, leaves and flowers.

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Caption:

Britta Olsen, Head of Brand and Communications at STAEDTLER, and World Kids Colouring Day project manager Susanne Schmidt-Britting will hand over EUR 30,958 to Plan International Germany. This year, the "Allin Mikuna" project in Peru will be supported.

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Caption:

A magnifying glass reveals the biodiversity of a piece of meadow in Germany. This special insight into the indigenous nature was painted by eight-year-old Anna.

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Caption:

STAEDTLER looked at thousands of colourful pictures depicting nature through the eyes of children.

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Caption:

Six-year-old Arrayyan from Malaysia thought not only of living species when it came to nature. The painted dinosaur competes with his favourite animal; a representative of this species lives at Arrayyan's home: his worm Gary.

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Caption:

Under the motto "Let's discover nature – on land" children designed detailed landscapes, including the twelve-year-old Jenny from Germany.

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Caption:

Mountains in rainbow colours, with a detailed drawn llama in front of it with a smiling girl in traditional dress: A child's greeting to STAEDTLER from Peru.

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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 modelling 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 organisation for development cooperation and humanitarian aid. We believe that girls and boys worldwide must have equal rights and opportunities and be able to actively shape their future. In order to achieve this, we carry out sustainable community development projects efficiently and transparently in our partner countries and react rapidly to emergencies and disasters that threaten the lives of children. We work together with children, youths, supporters and partners of all genders to achieve our global aim in more than 75 countries: to transform the lives of 100 million girls so that they are able to learn, lead, decide and thrive. The sustainable development goals of the United Nations reinforce our commitment.

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