



## PRESS RELEASE

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### **A very special World Kids Colouring Day 2020: STAEDTLER rounds up its support to the project in Rwanda to 20,000 euros**

*Muscular aliens, a skateboarding astronaut and a cat in a space suit: Children designed their ideas for the "Galaxy Adventure" theme on World Kids Colouring Day. A total of 7,408 images from six countries have reached writing and creative goods manufacturer STAEDTLER in recent months. This year, the company is again supporting the child rights organisation Plan International Germany with one euro for every submission. STAEDTLER is also rounding up the support for the education project in Rwanda to 20,000 euros.*

#### **Challenges due to pandemic**

Temporarily closed schools and kindergartens, limited contacts also in private life - the campaign period for World Kids Colouring Day on 6 May was marked by challenges this year. "With 7,408 submissions, we received more images than we had hoped at the beginning due to the coronavirus crisis," explains Britta Olsen, Head of Brand & Communications at STAEDTLER. "Since we started World Kids Colouring Day in 2008, many kindergarten groups and school classes have been involved. Unfortunately, this was not possible in the usual form this year. However, we still want to support the children in Rwanda in the best possible way." STAEDTLER generally gives one euro for each image received during the campaign. This year, the company is breaking away from this figure and rounding up the support for Plan International Germany to 20,000 euros. "This is based on the submissions from the last two years," says Britta Olsen.

#### **Galactically colourful pictures**

In thousands of pictures, children provided a glimpse of "Galaxy Adventure" for World Kids Colouring Day 2020. In their heads and on paper, new worlds emerged in which aliens play football with tomatoes, a little colourful creature swings on a rainbow and the Milky Way flows out of a milk carton. Some children sent letters explaining the stories behind their colourful pictures.

#### **Colouring for a good cause**

STAEDTLER is supporting Plan International Germany for the third time. The contribution from World Kids Colouring Day 2020 is intended to ensure sustainable development for girls and boys in the Bugesera and Nyaruguru regions in Rwanda. This includes four objectives defined by the organisation: No poverty, good health and well-being, gender equality and quality education. In order to improve children's opportunities, Plan International Germany creates better learning conditions in primary and secondary schools in the East African country. In addition to supporting kindergartens for early education, the organisation also provides classrooms for older children, as well as teaching materials and school equipment, and offers further education and training for parents and teachers. These courses cover topics such as child health, violence prevention and children's rights. Education on sexual and reproductive health and rights, especially for girls, should also pave the way for children to live independently.

The measures help a total of 6,900 school children and 5,250 young children. Another core element of Plan International Germany's work in Rwanda is the inclusion of children with disabilities.

**Outlook 2021:**

"As soon as one World Kids Colouring Day is over, it's time to start preparing the next," smiles Britta Olsen. STAEDTLER is calling on children between the ages of three and twelve to let their imagination run wild again in the coming year.

More information at:

[www.staedtler.com/worldkidscolouringday](http://www.staedtler.com/worldkidscolouringday)



Caption: Nine-year-old Max's imagination shows where you buy your galaxy - at Johnny's. But be careful: The Galaxy market borders directly on a black hole.

Image rights: STAEDTLER Mars GmbH & Co. KG



Caption: Not only unicorns walk through the galaxy of five-year-old Ilvie. Aliens also enjoy the blue skies and swing under colourful rainbows.

Image rights: STAEDTLER Mars GmbH & Co. KG



Caption: Britta Olsen, Head of Brand & Communications, and Project Manager Susanne Schmidt-Britting are handing over 20,000 euros this year to Plan International Germany as support from STAEDTLER. Due to the special situation in 2020, the company has decided to increase the amount.

Image rights: STAEDTLER Mars GmbH & Co. KG



Caption: Colourful worlds and extraordinary Martians: 7,408 entries for World Kids Colouring Day allowed us to see "Galaxy Adventure" through children's eyes.

Image rights: STAEDTLER Mars GmbH & Co. KG



Caption: This galaxy is rather cramped: Numerous colourful planets, satellites and an astronaut are flying around in space.

"We were amazed by the wide range of galactic images," says Project Manager Susanne Schmidt-Britting.

Image rights: STAEDTLER Mars GmbH & Co. KG



### **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](http://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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