



PRESS RELEASE

March 2022

Creative heights:

Children discover the air as a habitat for World Kids Colouring Day 2022

There is plenty to discover at windy heights: Eagles circle through the air, bumblebees buzz from flower to flower, lush green leaves dance in the wind. The air is a habitat for a wide range of animals and insects, but also creates a healthy life for humans. STAEDTLER therefore invites children between the ages of three and twelve to this year's World Kids Colouring Day on 6 May 2022 to once again keep their noses in the air and explore all the native species that live in it. Little ones can document their discoveries in creative images under the motto "Let's discover nature – in the air". When the finished image is sent to the writing and creative goods manufacturer, they support the child rights organisation Plan International Germany with one euro for each entry. The contribution will go to a project in Peru in 2022. In 2021, this totalled EUR 30,958.

Flying, buzzing, gliding

As ubiquitous as the air is, it seems to be taken for granted. But it is a true all-rounder: It supplies oxygen to living beings, can adapt to the weather and offers a habitat for birds and insects. According to an estimate by the Australian University of New South Wales, there were around 50 billion birds worldwide in 2021.ⁱ Of course, the species seen vary from region to region: Warbling white eyes live in Asia, Scandinavia is home to many types of owls and birds of prey, and toucans can be admired in South America.

And even at less lofty heights, the air surrounding us has some natural spectacles to offer: Bees and bumblebees diligently collect nectar, leaves are whirled around and the seeds of a dandelion are sure to have granted a few wishes as they flew through the air. "We are excited to see what experiences the children creatively put on paper and what the air around us looks like through their eyes," says Britta Olsen, Head of Brand and Communications at STAEDTLER. On World Kids Colouring Day 2022 on 6 May, under the motto "Let's discover nature – in the air", the stationery and creative goods manufacturer is looking forward to lots of colourful pictures during the campaign period from 1 April to 30 June.

Air to breathe

For many creatures, the air is not only their home, but also vital for survival: This is because it provides oxygen that people and animals need to breathe. Spending a lot of time in the fresh air is essential in particular for children's development. Children should be outside for at least an hour every day to strengthen their immune system.ⁱⁱ "This year's World Kids Colouring Day motto draws the little ones outside," says Britta Olsen. "It promotes conscious perception – and appreciation – of the air."



Making a difference with airy images

This year's World Kids Colouring Day aims to playfully introduce children to the air as a habitat and livelihood, with the motto "Let's discover nature – in the air". With their colourful pictures, the little explorers not only become creative, but also do good: In 2022, STAEDTLER will again support the child rights organisation Plan International Germany with one euro for every picture submitted. "Like last year, we are supporting the 'Allin Mikuna – Healthy Nutrition for Children' project in Peru," explains Britta Olsen. "Allin Mikuna" means "good nutrition" in the local language, Quechua. The project helps local families to secure their livelihoods and teaches them how to feed their children healthily. STAEDTLER was able to help out with a record sum of 30,958 euros in 2021 as part of World Kids Colouring Day.

More information on World Kids Colouring Day 2022 can be found at:

[World Kids Colouring Day | STAEDTLER](#)



Caption:

For this year's World Kids Colouring Day under the motto "Let's discover nature – in the air", children go outside and explore the habitat of air with all its colourful facets.

Image rights:

STAEDTLER Mars GmbH & Co. KG



Caption:

Last year, STAEDTLER achieved 30,958 pictures as part of World Kids Colouring Day, in which the children documented their experiences in nature on land.

Image rights:

STAEDTLER Mars GmbH & Co. KG



Caption:

STAEDTLER is once again supporting the child rights organisation Plan International Germany with one euro per submission for a project in Peru on World Kids Colouring Day.

Image rights:

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Caption:

The "Allin Mikuna – Healthy Nutrition for Children" project helps families in Peru to secure their livelihoods and to feed their children a balanced diet.

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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 currently employs more than 2,300 people in 26 countries worldwide - of which approx. 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.



Contact details:

Franziska Jordan
PR Manager

STAEDTLER Mars GmbH & Co. KG
Moosaeckerstrasse 3
D-90427 Nuremberg

phone: +49 911 9365-567
e-mail: franziska.jordan@staedtler.com

ⁱWELT [online, last accessed 21.01.2022]

<https://www.welt.de/kmpkt/article231202939/Zaehlung-So-viele-Voegel-gibt-es-weltweit.html>

ⁱⁱPaediatricians and teenagers' doctors in the network of the Berufsverband der Kinder- und Jugendärzte e.V.

<https://www.kinderaerzte-im-netz.de/altersgruppen/schulkinder/gesundheitstipps/viel-frische-luft-gesunde-ernaehrung/>