



PRESS RELEASE

August 2023

More pictures for World Kids Colouring Day 2023 than ever before: STAEDTLER hands over cheque to Plan International Germany for 65,132 euros

Helping other children in need by drawing a picture of your own - in other words, painting and doing good. STAEDTLER's World Kids Colouring Day has been following this principle since 2008. Around World Kids Colouring Day on 6 May, STAEDTLER called on children from all over the world to take up paper and pencil, paint and send in their colourful pictures. This year, the theme of World Kids Colouring Day was: "Let's discover nature – in the water". 65,132 pictures reached STAEDTLER from children all over the world and so 65,132 euros will go to a project in Ghana launched by Plan International Germany. STAEDTLER is supporting the children's rights organisation for the sixth time in 2023.

"Let's discover nature – in the water"

This year's motto revolved around the habitat of water. Whether it was an ocean, a pond or a puddle of water - the children were invited to put life under water in all its facets on paper. The corals in the ocean, the goldfish in the pond or the insect larvae in the pond - water is home to an unimaginable number of species. The entries from the children, school classes and kindergarten groups who painted for other children in need during the campaign period were as colourful as the habitat.

Engagement across three continents

Children from Europe, Asia and South America participated in the age groups three to six and seven to twelve. 65,132 works of art were submitted (previous year: 32,304). The entries in both the individual and group competitions were creative and imaginative. Colourful underwater worlds from the deep sea, for example, were a popular motif. The pollution of the oceans was also a topic that preoccupied the children in their pictures.

"This year, we are once again very happy about the many and incredibly creative pictures. The children spared no effort and not only painted and made colourful sea worlds in their pictures and collages, but also incorporated found objects from the water. Whether sand, shells or flotsam - it's great to see that there were no limits to their creativity," says Susanne Schmidt-Britting, who is responsible for the World Kids Colouring Day at STAEDTLER.

The Plan International Germany project

The "Clean Water for Ghana" project implements essential measures to improve drinking water and sanitation. It includes the construction of new wells and the renovation of older wells as well as the expansion of sanitation facilities. Another focus is on promoting hygiene and health in schools as well as understanding the interdependent relationships in the communities. In addition, health clubs are being set up with clean-up campaigns, menstrual hygiene education campaigns and theatre workshops on health, water and sanitation. The aim is to secure drinking water supplies and access to sanitation facilities in 20 communities and to optimise the hygiene situation in 20 schools. This leads to better



learning conditions for girls, as they do not have to stay at home during their period but can continue to attend school.

For the sixth year in a row, STAEDTLER is supporting Plan International Germany as part of World Kids Colouring Day. A total of around 190,000 euros has already flowed into the various projects of the child rights organisation.

Kathrin Hartkopf, Spokesperson for the Management Board of Plan International Germany: "It's great to see that more and more children are taking part in the competition every year - and that support for our projects is growing as a result. By working together with STAEDTLER, we can improve the situation of numerous children every year in the long term and give them access to education and a self-determined life."

For more information on World Kids Colouring Day 2023, please visit: [World Kids Colouring Day | STAEDTLER](https://www.worldkidscolouringday.com/)

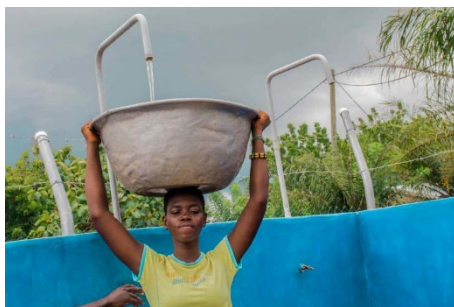


Caption:

Susanne Schmidt-Britting, Project Manager of World Kids Colouring Day, presented a cheque of 65,132 euros to Michelle Sager, Corporate Cooperation Officer, of Plan International Germany.

Image rights:

STAEDTLER Mars GmbH & Co. KG



Caption:

The promotion of hygiene and health is the focus of the project that STAEDTLER 2023 is supporting. The picture comes from a similar Plan project in Ghana, where measures have already been implemented.

Image rights:

© Plan International



Caption:

The picture shows children operating a functioning well. The picture shows a similar Plan project in Ghana. Wells of this kind are also planned for the other project regions in Ghana.

Image rights:

© Plan International



Caption:

The submissions for World Kids Colouring Day 2023 are creative, tell stories and were viewed by the team at STAEDTLER.

Image rights:

STAEDTLER Mars GmbH & Co. KG



Caption:

So many colourful pictures and elaborate collages from all over the world were received by STAEDTLER in Nuremberg.

Image rights:

STAEDTLER Mars GmbH & Co. KG



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 more than 2,200 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