



PRESS RELEASE

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Pure happiness: painting inspires children worldwide – and sets a new participation record on World Kids Colouring Day

What does happiness look like to children? That was the question STAEDTLER asked itself for this year's World Kids Colouring Day – and received 116,238 different answers in form of creative pictures. That's more than ever before. The huge international response shows that painting still makes many children happy, even in the digital age.

Pictures as diverse as the theme

An afternoon with friends at the playground, a sunset, a flower meadow, fantasy worlds, graduating from school or cuddling with a pet – all of these things can be happiness. Rarely has World Kids Colouring Day had such a multifaceted and customisable theme as in 2025. The distinction between "having luck" and "being happy" alone – for which there are two words in English – opens up a wide spectrum of ideas about happiness. The theme gave children plenty of scope to reflect on their own moments of happiness. It is particularly impressive that even young children are able to express this abstract concept so vividly in creative pictures.

More than pigs and clover

116,238 children worldwide expressed their thoughts and feelings artistically under the theme of "Luck & Happiness". The entries from a total of 13 different countries provide insight into how differently happiness is understood and experienced around the world. In Germany and Spain, for example, animals were painted particularly frequently, including many pigs and ladybirds as symbols of good luck. Other popular motifs included family and friends, flowers and nature. In addition to imaginative landscapes, STAEDTLER received a particularly large number of pictures from Thailand featuring Asian-inspired lucky symbols such as dragons, elephants and the waving cat, while rainbows, toadstools and clovers appeared in pictures from all over the world. In Malaysia, the theme was slightly modified to reflect the country's intercultural society and became "Unity and Happiness" as a sign of solidarity. Accordingly, many pictures show people of different origins celebrating, playing and holding hands together.

"Painting is happiness"

The new record number of entries, with over 116,000 pictures submitted (previous year: 100,436), and the huge international response also prove that enthusiasm for painting remains unbroken. One picture from Germany sums it up perfectly: "Painting is happiness," wrote the child who submitted it. Even digitalization cannot change that. An event in Bongaigaon, Assam (north-east India), attended by the award-winning young artist Daiwik Kothari, showed how children inspire each other through painting: he was able to inspire many other children to take up painting.



Support for children's aid project

"We are overwhelmed by the record number of participants and the incredible variety of artwork," says Hannes Marohn, member of the STAEDTLER Group Executive Board. The huge response shows that World Kids Colouring Day has become an institution that inspires more children every year. For STAEDTLER, World Kids Colouring Day is more than just a day of action: "For us, 6th of May is an expression of our responsibility. Since 2008, we have been committed to this initiative to open up new opportunities for children worldwide through education and creative support. Because our products are more than just pencils – they are tools for the future," Marohn continues. Thanks to the huge turnout, this year's collection target of €50,000 was also achieved. STAEDTLER will use the money to support an early childhood development project run by Plan International Germany for young children in Togo. The aid project helps children up to the age of five, particularly in rural areas, to gain better access to needs-based care, upbringing and education. The development opportunities for young children in their family environment are to be significantly improved through support for educational institutions and health centres.

Looking forward to "football, friends and colouring fun"

STAEDTLER is already looking forward to World Kids Colouring Day 2026 – when a few things will be different. Among other things, the campaign will have a new logo. The motto "Football, Friends and Colouring Fun", which focuses on sporting and creative activities with friends, promises lots of cheerful and colourful artwork once again.

For more information about World Kids Colouring Day, please visit:

www.staedtler.com/wkcd



Caption: "Painting is happiness": The record participation is the best confirmation for World Kids Colouring Day. The enthusiasm for painting remains unbroken even in the digital age.

Image rights: STAEDTLER SE



Caption: Happiness means something different to everyone – for example, cuddling with your cat, as this picture from Japan shows.

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Caption: 116,238 children expressed the abstract concept of "Luck & Happiness" in creative pictures on World Kids Colouring Day

Image rights: STAEDTLER SE



Caption: There are different symbols of happiness around the world. This picture from Thailand brings many of them together.

Image rights: STAEDTLER SE



Caption: In 2026, World Kids Colouring Day will have a new logo for the first time.

Image rights: STAEDTLER SE



About Plan International

Plan International is a religiously and ideologically independent organisation for development cooperation and humanitarian aid. For 80 years, the organisation has been working to ensure that girls and boys can live a life free from poverty, violence and injustice. Children in over 80 countries are actively involved in shaping the future. The primary goal is sustainable community development and improvement of living conditions in partner countries. It responds quickly to emergencies and natural disasters that threaten the lives of children. The United Nations Sustainable Development Goals strengthen Plan International's commitment to gender equality for girls and women. The global goal: 200 million girls are to learn, lead, decide and develop their full potential.

www.plan.de

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 almost 2000 people worldwide and is represented by affiliates in 25 countries. www.staedtler.com

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