

PRESS RELEASE

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SUCCESSFUL WORLD KIDS COLOURING DAY 2018 – STAEDTLER SUPPORTS SCHOOL PROJECT IN MALAWI WITH 21,450 EURO



Britta Olsen, Head of Brand & Communications at STAEDTLER, is handing over the cheque to Wolfgang Porschen, Deputy National Director at Plan International Deutschland, and Carolin Grätsch, Specialist Corporate Partnerships at Plan International Deutschland.

On August 13, STAEDTLER and Plan International celebrated the cheque presentation. With the money raised at this year's World Kids Colouring Day, STAEDTLER supports the aid organisation Plan International's project "school education for kids in Malawi." This year has seen the tenth anniversary of the World Kids Colouring Day. The aim is to promote kids being creative together and at the same time to support children in need. Over a period of two months, children from all over the world sent in their artistic masterpieces around the theme "quite typical." For each drawing 1 Euro was given to the school project in Malawi.

The call for participation in the World Kids Colouring Day reached kids, school classes and organisations all over the world. In total, STAEDTLER received 21,450 submissions from more than 14 countries in Europe, Africa and Asia. Kids between 3-11 years could participate individually or in groups.

With the theme "quite typical," this year's World Kids Colouring Day focused on cultural characteristics that children come across in their everyday lives and that decisively shape them. The kids decided what they considered quite typical. This way, they could creatively communicate the way they see things. For each drawing sent in, the Nuremberg-based company gave 1 Euro in order to improve school conditions for children in Southeast Africa. Matching the number of submissions, STAEDTLER on 13.8.2018 presented a cheque for 21,450 Euro to the independent aid agency Plan International Deutschland e.V.

"We are very pleased that STAEDTLER supports our school project in Malawi," says Wolfgang Porschen, Managing Director responsible for marketing and fundraising at Plan International Deutschland. "We are impressed by the children's participation. In this way, they play a large part in sustainably improving learning conditions at elementary schools in Malawi."

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With the amount from STAEDTLER, the two elementary schools Mkoma and Malika in the south of Malawi can be expanded and refurbished in order to improve learning conditions in the long term. Currently, only very poor sanitary facilities are available to Malika's 2,574 pupils. With up to 160 pupils per class, the children moreover sit on the floor during lessons in completely overcrowded classrooms. The children and the region will sustainably profit from an improved educational standard. Plan International has for many years been committed to the education and development of children. The aid organisation moreover finances sustainable aid projects in more than 51 countries in Africa, Asia and Latin America.

"As an internationally operating company, it is also in our interest to support the well-being of children throughout the world. We are looking forward to many further World Colouring Kids Days in order to support important charity projects in the future," says Axel Marx, CEO of STAEDTLER Group. With the World Kids Colouring Day, the Nuremberg-based manufacturer of writing instruments and creative tools supports even the little ones in the exploration of their creative ideas. Painting and drawing not only contributes to relaxation but also strengthens cognitive abilities, concentration, communication skills and self-confidence. Between April and June 2018, kids sent in the pictures they drew, and the creators of the most expressive works of art were each awarded a colourful product basket by STAEDTLER.

The eleventh edition of the World Kids Colouring Day next year is to become another successful event. The basic idea of joint creativity will remain of central significance. STAEDTLER hopes to further increase the number of participants in order to provide even better support to effective self-help projects in the future. This is why the preparations for the World Kids Colouring Day 2019 are already in full swing. When announcing the call for participation, STAEDTLER will also reveal which theme will be guiding kids' creative outbursts next year and which project will be supported.

About STAEDTLER

STAEDTLER is one of the longest-established businesses in Germany and Europe's biggest manufacturer of wooden pencils, OHP pens, erasers, pencil leads and modelling clays. The company's products inspire creativity in its customers throughout their lives. From a child's first crayons to creative design products, the writing materials and creative goods manufacturer provides a wide range of products for all ages and to meet all needs, and brings fresh, digital-age thinking to tried and tested products. The company is based in Nuremberg and employs 2,800 staff in 21 offices worldwide, more than 1,200 of whom are based in STAEDTLER's home market of Germany. When it comes to production, the company stays true to its roots and prioritises quality products Made in Germany: almost three-quarters of all STAEDTLER products are manufactured in Germany. www.staedtler.com

About Plan International

Plan International is an international aid organisation that advances children's rights and works to provide better opportunities for children in more than 70 countries around the world. For more than 80 years, the organisation has been striving to enable girls and boys to lead a life free from poverty, violence and injustice. These goals are pursued through comprehensive self-help projects that are to improve prevailing living conditions in communities on a sustainable basis. In order to guarantee the efficiency and transparency of their donation system, Plan International Deutschland regularly undergoes audits by independent institutions.