

## PRESS RELEASE

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### WORLD KIDS COLOURING DAY 2019: DRAWING AND HELPING AROUND THE THEME “FOLLOW YOUR DREAM...!”



On May 6, it is once again time for: To the pens, ready, go! On the occasion of the World Kids Colouring day, which takes place for the 11th time this year, STAEDTLER is calling for little artists to put their dream jobs on paper. The theme is: “Follow your dream...!” The global day of action is to inspire kids to draw and be creative - and all for a good cause. For each picture created, STAEDTLER supports the aid agency Plan International with 1 Euro in order to sustainably improve the learning conditions for preschoolers and school kids in Rwanda.

Whether at home, with your kindergarten group or your school class – from April 1, 2019, all kids between the ages of 3 and 12 years are encouraged to submit their imaginative contributions to the manufacturer of writing instruments and creative tools STAEDTLER via mail. Closing date is June 30, 2019.

#### Drawing is fun - and makes you smart

The goal of the World Kids Colouring Day is to inspire kids to be creative with pens, brushes and paper. Particularly in the age of digitization, it is important not to lose track of analogue techniques such as drawing and painting.

This year, Ulrike Jähring, journalist and host of Deutschlandfunk’s children’s programme “Kakadu” supports STAEDTLER as an expert: “Drawing is a direct way of creative expression. With pen and paper, children can create their own worlds. We always learn best when emotions are involved and when we make sensual experiences.” When kids grab a pen, they unconsciously strengthen their fine motor skills, cognitive abilities, creativity, communication skills and self-confidence. At the same time, being creative provides relaxation through concentration on one’s own picture and the self-determined handling of colours, shapes and motifs.

#### “Follow your dream...!” – Kids draw their dream jobs

The theme of this year’s World Kids Colouring Day – “Follow your dream...!”. “It’s great when dreams are put onto paper - then they are in the world! And it’s great when parents enquire with appreciation and start a conversation,” says Ulrike Jähring. This way, parents can learn something, too - for instance, that their kids’ career aspirations are different from those from ten years ago and that many list “environmentalist” before firefighter, veterinarian or train driver. “We have a great responsibility not to present kids with preformed images and to let them find their own pace with their individual development,” Ulrike Jähring explains.

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### **A strong partner on board: Plan International**

The good cause encourages participation: for each submitted picture, STAEDTLER donates 1 Euro to Plan International. "We are supporting Plan International for the second time and are happy to support the kids' future with these important projects," says Axel Marx, Managing Director of STAEDTLER Group. This money will support the project "Decent education for children" in Rwanda, which offers students a safe and child-friendly learning environment. The project aims to sustainably improve the learning conditions at 25 nursery schools and 20 elementary and secondary schools in the districts of Bugesera and Nyaruguru in Rwanda. In addition to securing educational standards and strengthening the education sector in Rwanda, the focus is on improving the learning situation for girls as they are particularly affected by the poor educational situation. With the World Kids Colouring Day, STAEDTLER wants to contribute to ensuring that all children in the world have the chance to realize their dream jobs.

### **About STAEDTLER**

STAEDTLER is one of the oldest industrial companies in Germany and one of the world's leading manufacturers and suppliers of writing, painting, drawing and creative products. As an international company with headquarters in Germany and a high export quota, STAEDTLER employs 3,000 people worldwide, more than 1,200 of them in Germany. Its origins play a major role in this traditional company and almost three quarters of its products are produced in Germany. This makes STAEDTLER the largest manufacturer of wood-cased pencils, OHP pens, erasers, mechanical pencil leads and modelling clays in Europe and proud of its long production tradition "Made in Germany." [www.staedtler.com](http://www.staedtler.com)

### **About Plan International**

Plan International is an international aid organization that works to promote children's rights and opportunities in over 70 countries worldwide. For more than 80 years, the organization has pursued the goal of enabling girls and boys to live free from poverty, violence and injustice. These goals are implemented through comprehensive self-help projects that sustainably improve the prevailing living conditions in the communities. In order to ensure the efficiency and transparency of its donation system, Plan International Deutschland subjects itself regularly to audits by independent institutes.