

PRESS RELEASE

World Kids Colouring Day 2009

For a better future: Colouring moves the world!

STAEDTLER raises over 78,000 euros worldwide for children in need.

More than 600,000 children in 29 different countries the world over answered the call of the manufacturer of writing and drawing instruments STAEDTLER to take part in the 2nd World Kids Colouring Day to raise money for children in need. Under the motto 'Our Earth – Our Universe', both teachers and parents alike played an active role in organising numerous school events with creative colouring activities, children's art exhibitions and colourful auctions. All over the planet, children were busy drawing, craft-making and gluing. The imaginative works of art that resulted could then be acquired by parents and relatives in exchange for a small donation. In Germany alone, over 38,500 euros were raised. What's more, on an international level, donations amounted to over 78,000 euros.



In over 500 towns all over Germany, young artists, teachers and parents took part in the campaign to help raise money for disadvantaged children. With the money donated in Germany, STAEDTLER, together with all those involved in the various events, is actively helping to support educational projects in Columbia run by children's rights organisation Save the Children. "This year again, the contributions are being donated to the 'Rewrite the future' campaign

which focuses on securing quality education for the millions of children out of school due to war and armed conflict," STAEDTLER public relations manager Erna Buchmueller explains. "The money raised gives children in Columbia the chance to get an education and to escape poverty. Together with all those who participated in the World Kids' Colouring Day, we are able to offer security and stability to children otherwise trapped in their way of life and who have never before had any access to schooling."

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One particularly creative World Kids Colouring Day event was held in Cologne. Under the motto 'Germany's search for Planet Future', the Martin-Koellen School staged a kind of casting show for planets and subsequently auctioned off the various futuristic-styled worlds created by its pupils, donating the money raised to the good cause. This activity won the Martin-Koellen School the prize for the most creative World Kids Colouring Day event in Germany which had been offered



by STAEDTLER in the run-up to the campaign – the prize being the staging of a school or kindergarten event. Both pupils and teachers alike had displayed a tremendous amount of imagination and creativity and were rewarded for this by STAEDTLER with a school festival to the value of 5,000 euros.

In other countries too, from France to Korea and as far away as Canada, colourful pictures were drawn and money was raised. Children in France, for example, in the famous Aquarium Cineaqua in Paris, were invited to draw pictures of their favourite marine animals on a wall. At the same time, more than 800 children in Japan took part in the extensive postcard competition *Paint a Smile*, while children in Korea were busy decorating original donation tins for Save the Children. With the money raised, STAEDTLER subsidiaries the world over are actively supporting a variety of educational projects for children in need.

In Germany, the deadline for donations to the 2nd World Kids' Colouring Day is 31st August 2009. That's when preparations get underway for World Kids' Colouring Day number 3. After all, on 6th May next year it'll be time once again to have fun colouring while making a difference!



World Kids' Colouring Day Donation Account

Bank: Bank fuer Sozialwirtschaft

Account number: 29 29,
sorting code: 100 205 00

REFERENCE: World Kids' Colouring Day