

Colouring makes inventive – World Kids Colouring Day 2011

'Inventions from around the world' is the motto of the World Kids Colouring Day 2011. And not without good reason either – after all, all great inventions in the past have had to start



somewhere and began as mere ideas on paper before going on to change the world. Whether light bulb, telephone or car: Creativity and inspiration are essential if we want to create something new. This is why, on this year's World Kids Colouring Day, STAEDTLER is calling on both young and old artists alike to draw their most ingenious invention. The more creative the better – the sky's the limit. And the



event day itself knows no bounds either: All over the world, children, school and nursery school teachers and parents participate in local colouring events, thereby actively contributing in making the 6th May a success. In 2010, for example, over 750,000 young artists around the globe took part – from North America to Japan and even as far away as Australia.



Understanding the world through colouring

There's no limit to a child's creativity. When young artists get going, there is nothing they can't do. This holds true for colouring in particular: New, fantastic worlds emerge from a collection of lines, shapes and colours. And, not only is colouring fun, it also plays a key role in a child's development. It is through pictures that we learn to understand the world in which we live and to express our own ideas. Our creativity paves the way for us come to grips with an ever increasingly complex society and to



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explore new paths. STAEDTLER not only offers just the right tools for this, but also actively supports boys and girls all over the planet in learning to rediscover the world of colouring for themselves.

So, on World Kids Colouring Day, initiated by STAEDTLER in 2008, children not only move a pencil, pen or crayon, they move the entire world. Every year on the 6th May, budding artists put their ideas to paper on an annually changing theme and bring them to life. Afterwards, the works of art are given to family and friends in exchange for a small donation which goes towards supporting different educational projects around the world. As 'children colour for children in need' is the motto of every World Kids Colouring Day. The money collected in Germany, for example, is donated to projects run by the SOS Children's Villages, an aid organisation which has been standing up for the needs and rights of

children for almost 60 years now.

Now, in 2011, following on from the excellent feedback of the past three years, STAEDTLER is again on the look-out for children, parents, schools, kindergartens and clubs willing to organise colouring events, (re-)discover how much fun colouring can be and - at the same time – play an active role in helping a good cause.



Project example: SOS Children's Villages in Germany and the whole world

Laughing, crying, eating, playing or colouring together: For children, a caring environment and a family in which they feel accepted and supported are – literally – necessities of life. It is for this reason that the organisation SOS Children's Villages has set itself the task of creating positive, family-like living environments for children in need. In Germany, there are fifteen SOS Children's Villages providing new, child-friendly homes to children who are not able to live with their biological parents. Specially trained SOS Children's Village 'mothers' and 'fathers' are there for them around the clock, helping them develop into strong, independent-thinking adults.



The organisation also attaches great importance to providing short and medium-term support too: Whether residential groups, youth clubs, advisory, training or maternity centres – in Germany, there are a total of forty-six SOS Children's Village facilities where competent teams made up of qualified specialists offer assistance, advice and support to more than 50,000

children and young adults in need of help. Established in Austria in 1949, the organisation is today active all over the world. Over the past years, around five hundred SOS Children's Villages and over 1,500 other facilities have been established in more than 150 countries around the globe – all of them following the same goal: Helping children in need and offering them a future worth living.



This is where the World Kids Colouring Day makes an important contribution: Thanks to the donations collected on the 6th May in Germany, new aid projects can be funded and more help can be provided. STAEDTLER Germany also plays a very active role. The company supports the sustained promotion of creativity in SOS Children's Villages in Germany by providing workshops, colouring utensils and other creative products.



On the 6th May, colouring is on the (time-) table

Together, we can move the world – that's why it's not just children we need on World Kids Colouring Day, but adults too. Get together with your class, your group or your club on World Kids Colouring Day and organise your own colouring event, rediscover how much fun colouring can be and – at the same time – take part in a world-wide fundraising campaign. Tips, ideas and further information for both groups and individuals on how to take part in the



different participating countries will be available on the internet as from March 2011 at www.world-kids-colouring-day.com .

As initiator of the World Kids Colouring Day, STAEDTLER will be providing detailed information on the 2011 theme 'Inventions from around the world'. In addition to the World Kids Colouring Day magazine, free-of-charge educationally valuable teaching material for school and nursery school teachers will also be available. What's more, exciting games and

puzzles for children and creative colouring pages will be available for download on the internet event platform.

The World Kids Colouring Day website in new look

As from March 2011, World Kids Colouring Day participants will find it even easier to find their way around the website - created especially for the worldwide event day. Thanks to the child-friendly information on the many aspects of the World Kids Colouring Day and lots of games and puzzle fun on this year's theme 'Inventions from around the world', the main actors of this colourful day will be able to get in the mood for the 6th May in a creative way.

As parents are involved in the decision as to which websites their children use, we have developed a special Parents Area which, at a glance, provides them with everything they need to know about the World Kids Colouring Day. Teachers also play a key role in the World Kids Colouring Day. After all, they are the ones behind the organisation of fabulous colouring events in schools and classrooms. In the Teacher Area on www.world-kids-colouring-day.com, teachers can find educationally valuable tips all about the World Kids Colouring Day for integrating in their lessons.