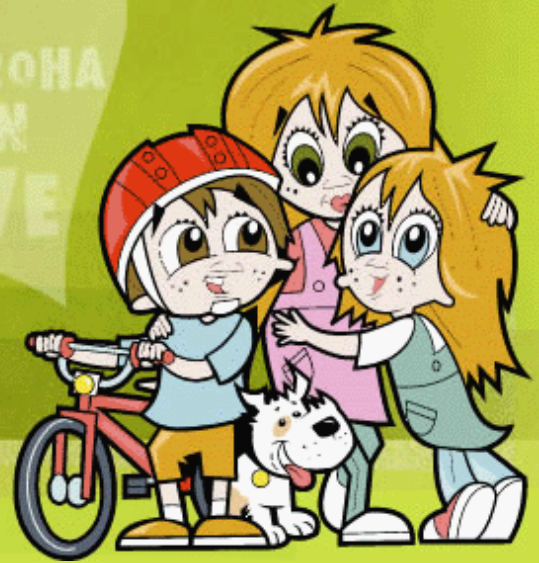




CELEBRATE, CHILDREN'S DAY

He tāonga nui ā
tātou tamariki

HUGS AROHA
AFFECTION
LOVE



Children's Day Internal Newsletter

Hi all

I'm Lauren and I'm contracted to organise Children's Day over the summer.

Children's Day is now run by MSD National Communications from level 8, Bowen State Building. We've had a very busy couple of months organising the promotion of the event, but so far it's paying off!

Our advertising is taking off!

We've started advertising on social media <https://www.facebook.com/childrensdaynz> and have got lots of sponsored advertising like iHeartRadio and NZ Herald. This is going well and getting us great coverage.

Over 50 events registered so far

The events already registered look like a lot of fun! Have a look at what's on at <http://www.childrensday.org.nz/whats-on/index.html>

Currently we're meeting with key stakeholders to organise a prize pack to promote on Facebook, and trying to get some new events registered.

New resources

This year we've organised some new resources, check out our Children's Day tattoo, updated a few and have kept some the same. Find resources at <http://www.childrensday.org.nz/planning-your-event/free-resources.html>

Since we already have the design templates for Children's Day, and fabulous in-house designers, we have decided to do the Children's Day design here. This will save us a little bit of money and makes Children's Day more of a part of MSD.

Sunday 1 March is creeping up quickly! If you've got kids of your own, why don't you go along to an event? It will be great fun.

Cheers!

Lauren.