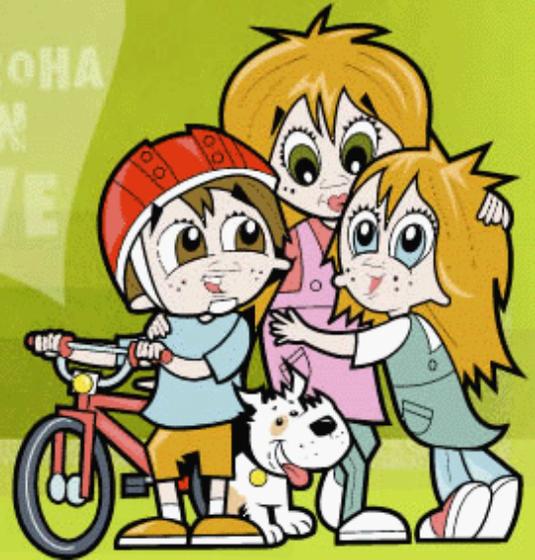




CELEBRATE, CHILDREN'S DAY

He tāonga nui ā
tātou tamariki

HUGS AROHA
AFFECTION
LOVE



The count-down is on!

We're just days away now from our favourite day of the year – Children's Day – the day when we get out and do great things for the kids.

Stuff you need to know:

There are over 100 registered events all around New Zealand, so why not take yourself and your little ones along to celebrate the day! There will be games, activities, food and stalls for all ages.

While you're out enjoying an event please remember the meaning behind Children's Day.

Children are our treasure, and it's a day to think about what's best for the children in our lives.

Have fun!

Help pass on the Children's Day message

Children's Day is a perfect time to remind everyone why we care about children and what it means to treat them like the treasure they are.

We've prepared a statement and a few simple messages we'd love you to share. Maybe you want to put out a press statement, include these messages in your newsletter, add a link from your website, or just share them verbally. Whatever you'd like to do with them, they're attached for your use.

You could also invite your Facebook friends to check us out! They may like to post their children's favourite thing to do on Children's Day, or share their thoughts on what it means to be treasured.

See the [Treasure our children](#) tips for friends, family, parents and community on our website.

Contact us

The Children's Day Team!

Email: info@childrensday.org.nz

Visit: www.childrensday.org.nz

To subscribe to this e-newsletter, email info@childrensday.org.nz

Draft Media Statement

Sunday, 1 March 2015 is Children's Day.

Children's Day is a time where families and communities come together to celebrate the children in their lives.

It's a day of fun, with lots of events planned up and down the country. But it's also something more than that.

Children are our treasure, and Children's Day is the perfect time for every one of us to stop and think about what we can do for the small people in our lives.

We grownups have the very important job of making sure children have all the things they need to thrive. That means lots of love, a warm, safe place to live, and an environment where they can grow into wonderful, confident young people.

One of the most important things we can do is give them our time. When asked what they most like to do on Children's Day, the young people we talked to said "doing fun stuff with my family".

Spending time, talking, and asking our children about their hopes and dreams doesn't cost a thing, but it sends a message that they're loved. It's also a chance for us to learn something new about them – children are full of wisdom and can tell us lots about the things they need to be happy.

On Sunday, 1 March 2015, our hope is that every family in New Zealand does something to treasure their children, and make a pact that children come first, this day and every day from this one forward.

For tips on things to do to treasure our children, or to find out what's on this Children's day, visit www.childrensday.org.nz.

Key Messages

- Children are born pure and with mana.
- When we're gifted with a treasure, we have a very special job of growing that gift, our child, to be strong and well.
- Every one of us can do this, and every child can thrive.
- It can be tough work, especially when there's other worries and stresses to deal with as well.
- Children depend on adults to care for them, and it's our responsibility to do our very best for them.
- Let's make this Children's Day our 'taonga' day, and make a commitment to nurturing our gift every day from this one forward.

There are activities organised all around the country to mark this national day – picnics, barbecues, sports days, activities galore.

Check out what's on at www.childrensday.org.nz and keep an eye on your local community notices.

There are practical ideas about what it means to treasure a child on www.childrensday.org.nz including tips for parents,