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Media Advisory

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CHILDREN'S PICNIC CELEBRATES 25 YEARS OF CHILD RIGHTS

Popular children's television character Peppa Pig will join around 50 pre-school children in Auckland on Tuesday 20 November to celebrate 25 years of children's rights in New Zealand.

The joint celebration at the Sailing Club in Point Chevalier has been arranged by Save the Children NZ, Variety – the Children's Charity and Voyce Whakarongo Mai.

Save the Children NZ Chief Executive Heidi Coetzee says, "It's important to celebrate this significant milestone and to reinforce that all children should have a healthy start in life, the opportunity to learn and protection from harm.

"While many children in this country have a happy and safe life; the rights of some children are not being met. If we want New Zealand to be the best place in the world to be a child this needs to change."

Variety – the Children's Charity's Chief Executive Officer, Lorraine Taylor, says with one in four Kiwi kids living without essentials, the anniversary provides a chance to shine a light on what remains to be such a vital area.

"As a country, 25 years ago we made a promise to do everything in our power to protect and promote the rights of children. While we have and are making positive steps forward – not so long ago it was one in three Kiwi kids that were living in deprivation – there is much more to be done."

"By joining forces, we can ensure that all children in New Zealand have access to basic essentials, equal opportunities, and as is our mission here at Variety, the childhood they deserve," says Taylor.

VOYCE – Whakarongo Mai Chief Executive Ainsleigh Cribb-Su'a agreed with her counterparts saying huge strides have been made in improving the lives of children in Aotearoa New Zealand, however more is needed to honour the commitment which was made.

"As a country, we are aiming to be an amazing place for all tamariki and rangitahi atawhai. By banding together, we are sending a signal to honour the commitment to uphold the rights of all tamariki and rangatahi."

The United Nations Convention on the Rights of the Child (UNCROC), which guarantees basic and fundamental rights to the world's children, was ratified by New Zealand in 1993.

The rights are set out in 54 articles that establish human rights standards for the treatment of children and young people and sets out in detail what every child needs to have a safe, happy and fulfilled childhood.

What: Children's picnic to celebrate 25 years of child rights

When: 11.00am to 1.00pm, Tuesday 20 November 2018

Where: Point Chevalier Sailing Club, Raymond Reserve, Raymond Street, Auckland

ENDS

Editors please note: to register attendance please contact Ally Clelland, Communications Specialist, Save the Children NZ, phone 022 531 9514 or email ally.clelland@scnz.org.nz

About Save the Children

Save the Children believes every child deserves a future. In New Zealand and around the world, we work every day to give children a healthy start in life, the opportunity to learn and protection from harm. When crisis strikes, and children are most vulnerable, we are always among the first to respond and the last to leave. We ensure children's unique needs are met and their voices are heard. We deliver lasting results for millions of children, including those hardest to reach. We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share.

About Variety – the Children's Charity

Variety – the Children's Charity helps give disadvantaged Kiwi kids the childhood they deserve. The charity believes every child deserves the same opportunities to reach their full potential and provides Kiwi kids in need with basic essentials, extra-curricular opportunities and additional funding.

About Entertainment One

Entertainment One Ltd. (LSE:ETO) is a global independent studio that specialises in the development, acquisition, production, financing, distribution and sales of entertainment content. The Company's diversified expertise spans across film, television and music production and sales; family programming, merchandising and licensing; digital content; and live entertainment. Through its global reach and expansive scale, powered by deep local market knowledge, the Company delivers the best content to the world.

Entertainment One's robust network includes **Makeready** with Brad Weston; content creation venture **Amblin Partners** with Steven Spielberg, DreamWorks Studios, Participant Media, and Reliance Entertainment; unscripted television production companies **Whizz Kid Entertainment** and **Renegade 83**; live entertainment leaders **Round Room Entertainment**; world-class music labels **Dualtone Music Group** and **Last Gang**; and award-winning emerging content and technology studio **Secret Location**.

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