



purple cake day®

FEBRUARY 2012

PURPLE NEWS

The newsletter of Purple Cake Day – kids helping kids all over the world

GET READY FOR PURPLE CAKE DAY 2012

It's a new year and Purple Cake Day 1 March will soon be here!

There are lots of easy ways to get involved – from wearing a little purple on the day through to organising a purple event – and reaching out to give kids in need a better chance.

Stuck for ideas? Download our 2012 Education Resource Kit from www.purplecakeday.org

We're planning to raise \$60,000 this year, double the fabulous amount raised in our first year. We also want to double the number of countries involved, from 10 to 20. So spread the word!



429 DOWNLOADS AND COUNTING

So far 429 groups, schools or individuals from 10 different countries have downloaded our 2012 Education Resource Kit. That includes people throughout New Zealand (a huge number from Auckland), plus the US, Taiwan, Singapore, Nigeria, Nepal, Malaysia, Ivory Coast, Hong Kong and Australia. We'd love to hear what you've got planned – tell us on Facebook or email celebrate@purplecakeday.org

THUMBS UP FOR PURPLE CAKE DAY!



Thanks to everyone who's already given Purple Cake Day a "thumbs up", including national rugby players Tom Marshall (Crusader's fullback) and his brother James (Hurricane, also recently represented New Zealand in rugby's Sevens World Series). Check our Facebook page and see who else has been giving us a thumbs up. Add your own, using a lot or a little creativity. Thanks to our designer Kirsten and team for making some of those thumbs looks so good.

DAME SUZIE GETS BEHIND PURPLE CAKE DAY!

World of WearableArt™ creator Dame Suzie Moncrieff has accepted our invitation to be the charity's patron. She will also, with daughter Emma, judge the Purple Cake Day Children's Wearable Art Competition, open to primary and secondary school children in the Nelson/Tasman region.

Dame Suzie says "I am delighted to be able to offer my support to Purple Cake Day and the work they are doing with children in Nepal. I am particularly looking forward to judging the wonderful creative creations from children in the region."

Entry forms for the competition are available on our website. We'll post the winning entry on Facebook when it's announced on 1 March.



www.purplecakeday.org

ON THE GRAPEVINE



- We've partnered with Boston, USA-based, charity, Tailored for Education, and they're donating school uniforms to the 87 children we support at the Children of Haiti Project school.
- The USA Purple Cake Day team now has a Facebook page PurpleCakeDay/SLO and is getting the community of San Luis Obispo, California, on board
- Felt cupcake brooches made in Nepal will be sold as a fundraiser for \$NZ5 each
- HER magazine's March issue will feature PCD founder Emily Sanson-Rejouis
- Project partner First Steps Himalaya is organising a cleanup campaign at schools in Sindhupalchok district, rural Nepal. Their early childhood centres will have a special purple party!
- Nelson businesses are turning purple for the week 26 Feb - 3 March and the BNZ bank are running a cupcake stall outside their store on 1 March – maybe your town can do the same
- www.kiwicakes.co.nz is supplying all the goodies for a Purple Cake Day at Hikurangi school in Northland on 1 March
- We're hearing rumours of a purple Zumba session and purple Yoga – is it in your town?
- We'll soon have a new website, thanks to web design company www.netMaestro.co.nz

PURPLE SONG COMPETITION

The MORE FM Purple Cake Day National Song Competition

Here's a chance for primary and secondary school children across New Zealand to celebrate and connect with children around the world, through music. Write an original song with the theme: **"Kids helping kids all over the world"**. Download more information and an entry form from our website.

KIDS 4 KIDS ART

We'll select more children's art to take to the children in our projects, and to use in our fundraising activities. If you've got something you'd like considered, take a photo and upload it to our Facebook page or post your artwork to Purple Cake Day, PO Box 899, Nelson 7040, New Zealand (all submissions become the property of Purple Cake Day). For ideas, go to page 12 of the 2012 Education Resource Kit.



SPREAD THE WORD

Get your friends and family involved. The more people celebrating Purple Cake Day, the more successful it will be, and the more children will be helped. Tell EVERYONE about us, join our Facebook friends, post your ideas and photos, read the blog, point people to our website and help us to get more people, more schools, and more community groups in more countries on board. Let's have a Purple Party on 1 March!

Our sincere thanks to all of the wonderful people and businesses supporting us this year, including: MORE FM (92.8), netMaestro, WOW[©] and the World of WearableArt™ & Classic Cars Museum, Nelson Mail, Wild Tomato, Uniquely Nelson, Speedy Print, Fresh Choice (Nelson/Richmond), BNZ, VolumeOne, Revell Design, Fox River Communications, Proof Positive Wordsmith, Rotary Nelson, Daniel Allen Photography, Kiwi Cakes, Simmer, Wild Health Food, Penguino's, Sign Art, Kathryn Furniss - artist, Jean-Paul Pochin Photography, ETC Communications, Just Costumes, Powerstore, Resene, Sport'n'Art, Sian Clement - publicist, Soundstage and Jewel Beetle. Purple Cake Day is run by a team of committed volunteers who give hours of their time, skill and creativity – my deep gratitude for their passion and drive to help make this happen - Emily