



## **Twinkl unites children with collaborative competition for Eurovision**

*Join Twinkl as they celebrate Eurovision 2023 by uniting children across the globe through their love of music.*

Global educational resource publisher, Twinkl are proud to announce the launch of 'United by Music', a collaborative competition that aims to unite children across the world through their love of music. The competition coincides with the hosting of the Eurovision Song Contest in the UK, which embodies the power of music to bring people together and celebrate diversity.

The Eurovision Song Contest is being hosted in the UK this year to promote unity and togetherness across Europe, in light of the challenging times that have been faced in recent years. The contest is a celebration of music and culture, and it is a great opportunity to showcase the power of music to unite people.

That is why Twinkl will be hosting a two-week online campaign beginning on the 30th of April. During this period, children will be invited to submit a drawing from Twinkl's [Free Party & Learn Competition Colouring Pack](#).

All entries will be hosted on a live on-site gallery, shared in Twinkl blogs and across various social media channels, to show how we are all United by Music. Entrants will also be in with a chance of winning some great prizes, including a year's school subscription and limited edition Eurovision-themed stickers.

Leon Smith, Chief Customer Officer at Twinkl said, "We are excited to be able to support educators wishing to take part in Eurovision themed activities with their children. In celebration of Eurovision, we are launching an exciting campaign that we hope will give children across the globe the chance to connect and engage with each other and share in their love of music."

Why is music so impactful? [Research](#) conducted in 2021 by a team at the University College London found that musical experiences in childhood can have positive impacts on children's brain development, particularly with their language acquisition and reading skills.

Their research included large-scale studies of music programmes, with outcomes showing clear benefits of music in supporting the well-being and development in children. Additionally, the research showed that children participating in music-based activities can enhance their cognitive abilities, improve their academic performance, and boost their confidence and self-esteem.

In a world where children face many challenges, music truly provides an avenue for them to cope with and recover from difficult situations.

At Twinkl, we continuously look for ways to support educators with the teaching of celebratory events, whilst encouraging participation where possible, to aid children's learning and development.



Further information about how your children could get involved with Eurovision 2023 and how to take part in Twinkl's competition can be found online by visiting [our website](#), along with other resources and activities to support classroom celebrations of Eurovision 2023.

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