



## Sheffield's Twinkl raises over £11,000 for BBC Children in Need

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Team members at the online educational publisher, Twinkl, have raised over £11,000 for BBC Children in Need and are celebrating tomorrow (Friday 16th November) with a 'back to school' charity day.

Twinkl was founded to help those who teach and produces online teaching materials used by educators across the world. As the Proud Schools partner of BBC Children in Need the company created free online fundraising resources to use in the classroom and at home, to support schools and individuals across the UK to raise money for the charity.

In celebration of this year's schools fundraising campaign, Twinkl and BBC Children in Need also published a storybook featuring the charity's mascot, Pudsey Bear.

The storybook 'Pudsey's Great Fundraiser' was sent free to 24,000 primary schools and establishments across the UK to encourage pupils and teachers to get fundraising.

The team at Twinkl have been raising money too by taking part in triathlons, a 26-mile hike and shaving off their luscious locks. A group of 45 also abseiled down the side of Sheffield Hallam University's 120ft high Owen Building.

Twinkl's team members are marking the end of this year's schools fundraising campaign with a back to school charity party at its head office on Ecclesall Road, where over 300 team members are based.

Colleagues will be wearing school uniform and the day will include typical school activities such as an assembly, school dinner, choir practice and an after-school drama club.

Two teams are also competing in a sponsored leg wax, which Twinkl's Founder and CEO Jonathan Seaton is taking part in. The team that makes the least in sponsorship money will have their legs waxed at the office.



“Everyone at Twinkl is really proud to be supporting schools this year with all the amazing fundraising they do,” said Jonathan.

“BBC Children in Need is a fantastic organisation and it continues to make a massive difference to communities throughout the UK by helping children and young people have a happy and secure childhood.

“We’ve had an incredible time raising money too, for a cause we are all really passionate about. Although fingers crossed that I won’t have to take part in the leg wax!”

[Click here for more information and free fundraising resources.](#)

[To download a free copy of ‘Pudsey’s Great Fundraiser’, please click here.](#)

Limited editions of the book can be purchased, with at least £2 going to BBC Children in Need.

Readers can also use a free accompanying Augmented Reality app to bring Pudsey to life. By simply downloading the Pudsey AR app onto a device and holding it up to the book, readers can enjoy an array of 3D features to enhance their storytelling; from popping bubbles to chiming musical notes and a 3D waving Pudsey! The Pudsey AR app can be downloaded from the Apple App Store or Google Play.

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