



Twinkl announced as partner of BBC Children in Need

A leading educational resource publisher, Twinkl, has announced a partnership with BBC Children in Need.

Twinkl Educational Publishing will be the official Proud Schools Partner for the charity in 2018, with the company pledging to produce numerous resources to help teachers and children raise money for the charity.

The [free resources will be available to download from Twinkl's website](#) and the BBC Children in Need schools website, for use in classrooms throughout the UK from September onwards.

Founder and CEO of Twinkl, Jon Seaton, said: "This is huge news for Twinkl – we are thrilled to be partnering with BBC Children in Need and working with schools to help raise funds and awareness for children and young people across the UK.

"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."

BBC Children in Need provides grants to projects across the UK which aim to support children and young people facing a range of disadvantages. The charity's annual Appeal culminates in the big Appeal Night, an evening of entertainment on BBC One in November.

Jon continued: "We'll be doing all we can to help schools raise money and gain a better understanding of how BBC Children in Need support those who need it most. As always the resources we are producing will be interactive, engaging and tailored for different age groups.

"We will also be doing lots of fundraising in the Twinkl offices and our team members will undoubtedly come up with some fun and innovative ways to raise money."

BBC Children in Need, Commercial Director, Claire Hoyle, said "We have an incredible level of support from schools that fundraise for us each year; however the partnership with Twinkl will enable us to reach even more classrooms. By offering schools engaging and relevant content, children will have the opportunity to learn about the important work we do, while having fun and fundraising. We believe this new partnership will amplify our schools fundraising campaign so we can raise more



money than before, and ultimately help even more disadvantaged children and young people across the UK reach their full potential”.

Twinkl is an online education publisher, providing classroom materials to help those who teach throughout the country. Many of the staff at Twinkl are currently teachers meaning the materials are created by teachers for teachers.

With more than 500,000 quality classroom resources, Twinkl has a focus on primary and pre-primary education, but is expanding rapidly into secondary materials.

Most recently, Twinkl has been recognised with a Queen’s Award for Enterprise in International Trade for its outstanding growth in overseas earnings.

For more information, visit www.twinkl.co.uk.

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For media enquiries please contact media@twinkl.co.uk or call 0114 212 3007