

# Spreading the Twinkl Magic this Festive Season

Educators create magic every day and they do that without spells or wands. This festive season, [Twinkl](#) wants to give some of that magic back. Recognising the tireless efforts of educators, Twinkl is delighted to announce a collaborative initiative that goes beyond the classroom, to give a little bit of magic back to educators this festive season.



"At Twinkl, we're dedicated to helping you give children the best opportunities possible. Often, that goes beyond teaching resources and extends into practical help and support. This festive season, be inspired by the magical work that people are doing, and also help us spread even more fairy dust by granting some festive wishes," says Leon Smith, Chief Customer Officer at Twinkl.

In celebration of the festive season, Lumi, the embodiment of holiday cheer, is teaming up with Twinkl's [Community Collection](#) team to [grant extra special wishes](#).

The magic doesn't stop there—Lumi has hidden captivating prizes on the Twinkl [site](#). Over seven days, educators have the opportunity to win by cracking a daily code.

"This festive season, we want to put educators at the heart of our campaign, recognising the magical moments they create every day and giving a little bit of magic back," emphasises Leon.

From books and classroom equipment to food vouchers will be given away each day to make a meaningful impact on those in need, fostering a sense of community and togetherness.



To launch the festive wishes, a [heartwarming video](#) will showcase the impactful work done by The Community Collection team over the past year. The support provided by Community Collection extends far beyond the granting of festive wishes, encouraging individuals to make their own magic by applying for ongoing assistance.

Twinkl are also hosting a seven-day giveaway with magical prizes. The festivities unfold on the [giveaway hub](#), where individuals can engage with a daily festive question to 'unlock' their entry. True to the #TwinklMagic, participants can also download a free resource upon entering the giveaway, adding an extra layer of holiday spirit.

This festive season, join Twinkl and Lumi in celebrating the universal spirit of giving. Let us come together to create moments of joy, inspire, and grant wishes to as many educators as possible.