

## Twinkl partners with schools for the Bears of Sheffield Trail

Sheffield-based Twinkl has partnered with The Children's Hospital Charity to support schools during the lead-up to the exciting Bears of Sheffield sculpture trail this summer.

The educational publisher will create resources for all schools taking part and provide design support for a select number of participating schools, helping to bring to life 100 Little Bears for the trail.

The 'Bears of Sheffield' is the latest fundraising campaign of The Children's Hospital Charity. This is following the success of its hugely popular 'Herd of Sheffield' elephants in 2016, which saw sculptures created by Sheffield's own Pete McKee, Geo Law and even one signed by the Arctic Monkey themselves.

The aim for the 2020 Bears is to raise even more money than the Herd which generated an impressive £610,000. Each school that has signed up to the project has been tasked with raising £750 for their bear and this is where Twinkl comes in.

Twinkl is thrilled to be supporting schools by offering free specially-made educational resources, created in-house by professional designers and teachers.

The resources will support teachers and children throughout the project, helping them with fundraising as well as designing and decorating the bear. There will also be fun activities to be used in the



classroom such as making bear masks.

Twinkl's reading education pack will feature a range of engaging information about the charity. This will not only demonstrate the work and importance of The Children's Hospital Charity, it will also help raise lots of money for Sheffield Children's Hospital Cancer and Leukaemia ward.

Those requiring extra help or inspiration for the design of their bear will have the opportunity to be visited by professional artists and qualified teachers from Twinkl, the creative team behind the company's globally renowned resources and books.

**Jonathan Seaton, Co-founder and CEO of Twinkl, said:** "We are absolutely delighted to be the Official Education Partner of the Bears of Sheffield. Not only will it bring together the wonderful community we have in the city, but the money raised will transform the Cancer and Leukaemia ward, which will help make a vital difference to children here and across the UK."

The ward provides treatment for cancer and blood disorders in children from babies through to 19-year-olds in South Yorkshire, Lincolnshire and Derbyshire but sees patients from across the UK for treatment and surgeries including bone marrow transplants.

The redevelopment will see the ward transformed into a brighter and refreshed space for both patients and their families staying there. Under the plans, more private patient bedrooms with en-suite facilities would be created, giving more children a place to make their own as well as increase the space for a parent to sleep comfortably alongside them.

**Jonathan continues:** "We are also excited to be working with schools throughout the process. We hope that the resources and help from our illustrators will encourage schools across Sheffield to get involved with the campaign and support such a worthwhile cause. The elephants created by schools in 2016 were incredible so I can't wait to see the different designs that are created this year!"

**Abbie Pervin, Regional Fundraising Manager and schools lead for the bears, said:** "I'm very pleased to be able say Twinkl will be helping schools. For some schools decorating a bear will be second nature, but for others they might encounter difficulties. We want every school to feel they have the support and guidance they need to not only decorate a beautiful bear but to enjoy the process and take away a new set of skills."



"As much as the bears are about raising money for charity, they're also about giving schools the opportunity to work together as a team, develop their knowledge and skills and have a great time in the process."

100 Little Bears will be joining the sculpture trail this July alongside 60 big bear sculptures, which will be decorated by chosen artists and sponsored by local businesses. After the trail, each Little Bear will be returned to the school, nursery or college as a permanent memento of the project.

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