



Jotun supports KidZania's initiative to help children make 'green' practices a way of life

'Kids for a greener world' aimed at teaching children the importance of environmental stewardship

DUBAI, UAE, June 19, 2013 /EINPresswire.com/ -- Jotun Paints, one of the world's leading producers and distributors of paints and coatings, sponsored the top prize of a complete room makeover for the 'Greener World' art contest organized by award winning edutainment destination, KidZania. The move reflects Jotun's support for Kidzania's global initiative, 'Kids for a greener world,' a program focused on teaching children about the importance of environmental stewardship. The art competition was part of the series of activities held in conjunction with the global initiative.

"We were very pleased to see all of the entries for this year's competition. Each entry showed the great amount of skill, talent and creativity that went into the contestant's work—best of all, it showed us that even in their young minds, these artists already have a keen understanding of how they can be part of the global campaign to save the environment. For all the hard work and extreme effort that has been shown in this competition, we will surely make the room makeover prize a truly memorable one," said Vishaal Kodikal, Marketing Manager – UAE, Jotun Paints.

Parag Udeshi, Mayor, KidZania®, said: "Kids for a Greener World is a global campaign that highlights the focus KidZania® places on promoting the values of environmental sustainability, by promoting awareness among children and encouraging them to take simple but powerful steps that make a significant difference to the world. Alongside, we are also nurturing the creativity of children through the Greener World Art contest. The response to the initiative has been overwhelming with more than 1,800 entries of which 10 have been short-listed. We are thankful to Jotun for their support to the campaign, and in encouraging these little green champions."

From the ten short-listed drawings, three winners were selected at a celebratory event where all short-listed participants and their parents were invited. The first prize winner received a room-makeover worth AED10,000; while the second prize winner received AED2,000 worth of paints and the third prize winner was awarded with AED1,000 worth of paints – all courtesy of Jotun Paints.

'Kids for a greener world 2013' at KidZania is a program that is focused to help mobilize, inspire, and educate little ones on the impact of humanity's actions on the environment and how they can be active partners in protecting nature through 'green' lifestyle practices. Children can join the initiative by visiting <http://greenerworld.kidzania.com> and pledging to care for energy, land, animals, water, and air.

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