

The Essential Tooth Fairy, a lesser-known legacy of Jacinda Ardern

New Zealand's former PM had some huge issues to deal with when in office, but she still found time to legalise the activities of a jandal-wearing tooth fairy.

WELLINGTON, NEW ZEALAND, September 22, 2025 /EINPresswire.com/ -- Former New Zealand Prime Minister Dame [Jacinda Ardern](#) continues to trend on news sites following the publication of her best-selling autobiography *A Different Kind of Power*, and the global release of a movie about her time in office.

“

While questions over the status of the Tooth Fairy may seem trivial, with everything else that was going on, the PM took the matter seriously and spoke directly to children to clarify the situation.”

Anna Kenna

Whilst Ardern showcased her brand of compassionate leadership through a series of crises for her country – COVID lockdowns, the eruption of White Island and the so-called Christchurch terror attack - one of her lesser-known actions will never be forgotten by a generation of New Zealand children. In the early days of the COVID-19 pandemic, when New Zealand went into lockdown, Ardern

made headlines around the world when she declared the Tooth Fairy an ‘essential’ worker. Ardern made the statement during a televised press briefing to reassure concerned children that the Tooth Fairy would still be able to do her rounds during the pandemic.

This light-hearted moment, in what was otherwise a tense time for the nation, has been captured in a children’s book by journalist and author, Anna Kenna.

The Essential Fairy tells the story of six-year-old Ruth who loses her front tooth during the lockdown and is dismayed when the Tooth Fairy doesn’t show up to collect it. Her dad shrugs off her concerns, but Ruth is certain there must be some mistake.

Ruth frowned at her dad. It just couldn’t be right.

Fairies are clean and work only at night.

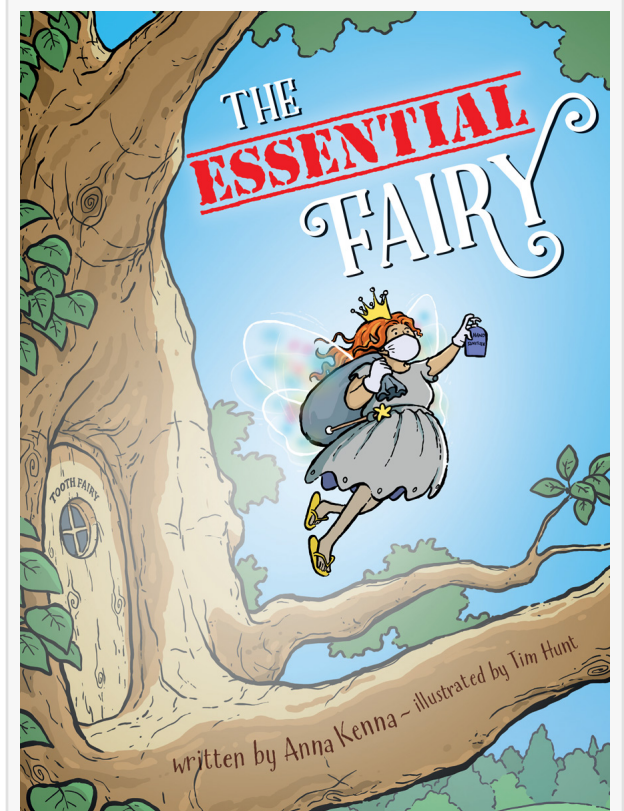
With the right PPE, such as gloves and a mask, they’d be super-hygienic when performing their task.

When Ruth can’t get the grown-ups in her life to take the matter seriously, she writes to the Prime Minister.

I'm not blaming the fairy or trying to cause trouble. I have just one question from here in my bubble. Why is the Tooth Fairy not on the list, of essential core workers? Has she been missed?

Kenna says she wanted to capture the story as a piece of social and political history but also because the gesture demonstrated to children that their voices matter. "While questions over the status of the Tooth Fairy may seem trivial, with everything else that was going on, the PM took the matter seriously and spoke directly to children to clarify the situation. I think that was a big deal for kids and I imagine many watching the press briefing grew a little taller that day."

The book, illustrated by Nelson artist, Tim Hunt, features Val, a jandal-wearing tooth fairy with wild hair and tattoos. "This is very much a Kiwi story," says Kenna. "But issues of worker rights and social justice will resonate with young readers globally."



The Essential Fairy - Jacinda Ardern enables the Tooth Fairy to work during COVID lockdown

The Essential Fairy is published by Tiromoana Publishing and available here <https://www.amazon.com/dp/1991156006>

For more information contact anna.kelmeg@gmail.com

Anna B Kenna
Tiromoana Publishing
anna.kelmeg@gmail.com
Visit us on social media:
[Facebook](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/851251968>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.