

8 April 2019

Media release



Kiwi kids encouraged to connect through writing these school holidays

Kiwi kids are being encouraged to pick up a pencil these school holidays, thanks to 'Get New Zealand Writing', an annual initiative that aims to encourage people to put pen to paper and connect with each other through writing.

Designed to help improve literacy and language skills through letter writing, Warehouse Stationery's 'Get New Zealand Writing' programme will give Kiwis the opportunity to write a postcard and send it to anyone, anywhere in the world, for free these school holidays.

"We're encouraging kiwi kids to keep writing in an increasing tech-based society. Handwriting is an important part of our cognitive development, which leads to creativity, increased IQ and ingenuity," says Pejman Okhovat, Warehouse Stationery CEO.

"Technology use in education is an important way for students to learn how to be good digital citizens and prepare them for life in our increasingly digital world. At the same time, it's important we don't forget the value of handwriting."

"We all know how special it is to receive a handwritten card from someone. We are proud to be able to provide kids with this opportunity while promoting writing as an essential part of their development and achievement," says Okhovat.

Postcards will be available in all Warehouse Stationery stores around the country from 8 – 28 April 2019 to coincide with the school holidays. Postage is free to anywhere in the world, via the red post-boxes in all Warehouse Stationery stores.

This is the fifth year of the annual Get NZ Writing initiative. During Feb & March 2019, 96,000 New Zealand school children from 3,000 classrooms sent postcards throughout the country as part of the Get NZ Writing schools initiative.

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Notes to Editor:

For more information, please contact our Corporate Communications team:

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About Warehouse Stationery:

As one of New Zealand's well known and trusted retailers, we have changed the face of stationery retailing in New Zealand to meet changing customer needs. Over the years, we've transformed the local stationery offering to one that provides a wider range of stationery, art & craft, tech, office furniture, print and copy and personalisation services. Today, with 74 stores throughout New Zealand, plus our online store, we provide Kiwis and small businesses with everything to inspire and enable a more productive New Zealand. For more information visit www.warehousestationery.co.nz