



October 2011

‘ART STARS ’ - DAYBREAK LAUNCHES SEARCH FOR YOUNG CHRISTMAS CARD DESIGNER

Art Stars is a fantastic new Daybreak competition encouraging children to get creative. We're asking kids aged between 7 and 14 years old to send us a picture they've drawn showing what Christmas means to them. The winning drawing will be printed by Hallmark cards and go on sale as a Christmas Card across the country this year, giving one child a very magical Christmas. Don't forget to send in a little Christmas greeting to go inside the card too. All proceeds from the card sales will go to charity.

The competition opens at 6:20am on Monday October 10th and closes at 8pm October 17th. We want the kids to draw the pictures themselves, but their mums, dads or legal guardians will have to enter for them via the Daybreak website.

Joe Swash is the face of our campaign and will be launching the competition on Monday October 10th - he'll also be judging the winner along with an esteemed panel of guest judges from the art world.

We want to get as many children involved as possible so we're asking schools across the country to get onboard and encourage children to get drawing for Daybreak.

Art Stars launches 10th October, Daybreak, ITV1, weekdays, 6-8.30am. www.itv.com/daybreak

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If any of the above information is used please credit: Daybreak on ITV1

Daybreak

ITV's Daybreak is giving children the chance
to get involved with...

If you know a **child**
aged between 7-14 years old
who loves drawing - this is
the competition for them.

Daybreak wants young artists
to send us a picture about
what **Christmas** means
to them.

The winning picture
will be **printed** as a
Hallmark Christmas Card

The competition opens on
October 10th 2011
and closes at **8pm on October 17th**

Watch **Daybreak** or visit **www.itv.com/daybreak** for full details

