

YELLOW PENCIL

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Air Rescue Activity Book aimed at engaging young rescuers

Yellow Pencil has been a major sponsor of the [Canterbury West Coast Air Rescue Trust](#) and the Westpac Rescue Helicopter for the past 12 years.

Apart from an obvious pride in being associated with such an important service, one of the most rewarding aspects of our promotional and educational work with Air Rescue has always been the enthusiastic response from the younger members of the community.

Our latest project for the Trust is a 16-page childrens **Rescue Zone Activity Book** - written, illustrated and designed by Yellow Pencil's Creative Director, Nick Hawes.

"The children in our community look up to our rescue helicopter teams - in more ways than one - and we felt this book was a good way to connect with the younger age group and bring an important community service into their lives in an engaging and fun way" says Nick.

"It's unfortunate that a lot of businesses - who should pay more attention - greatly under-value this age group simply because they see no immediate financial return. In this case, understanding the importance of our Air Rescue services needs a 'whole community' approach - and the kids play a very important part in that" he says. "We recognise and value the role this age group plays in creating a bridge of supporters from one generation to the next."

The Rescue Zone Activity Book contains stories based around the work of our local rescue helicopters as well as rescue and safety-themed puzzles and activities.

For Nick personally, the creation of this book has been a lengthy but extremely satisfying project. "In a technology driven world, it feels quite reassuring to occasionally get 'back-to-basics' and pick up a pencil once again" he says.

The Rescue Zone Activity Books have been produced as a fundraising exercise for the CWC Air Rescue Trust and are available to purchase for \$5.00 each. Anyone wanting a copy (or more) can contact Nick : nick@yellowpencil.co.nz

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