

#ITVKidsCreate is back - with March devoted to children's artwork on the channel

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ITV is bringing back 'ITV Kids Create' and calling on kids to get creative this half term, encouraging them to submit artwork of the channel's logo, with a chance for it to be broadcast on the channel's idents.

The network had an amazing response from children around the country when the project launched last April, with over 6000 entries.

Building on this success, ITV is giving over the whole month of March to the creativity of the nation's kids, this time around combining artwork in idents to create unique designs made by collaboration, allowing over 100 entries to be featured across the month.

Paul Ridsdale, ITV's Director of Viewer Marketing said: " Following the success of last year's ITV Kids Create, this half-term we wanted to once again inspire the nation's children to get creative. This time around the theme is collaboration, so whilst children might currently be apart from their friends, through this campaign we aim to bring them together through their fantastic creations."

Parents and guardians can submit a picture of the child's artwork via Twitter or Instagram using #ITVKidsCreate and @itv. ITV Creates has made a template of the channel's logo available for download (at itv.com/itvcreates) and submissions are open until Friday 26th February at midnight. Full details can be found at www.itv.com/itvcreates.

ITV Kids Create builds on the existing ident approach, ITV Creates, which launched at the start of 2019. ITV Creates launched as a new on-screen identity project across the ITV main channel where new idents are showcased each week, with a different interpretation of the channel's logo created by a wide range of British artists. The project aims to reflect ITV's ongoing commitment to creativity, giving a platform to UK talent.

Tony Pipes, Executive Creative Director, ITV Creative said:

"For the last two years in ITV Creates projects we've showcased some of the UK's finest artists, so it's a great pleasure to hand over the project to the future's next great artists, with ITV Kids Creates".

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Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>