

Celebrities high-five kids to support children's charity Theirworld's #5for5 campaign

A [host of celebrities](#) have shared photos of themselves high-fiving small children to show support for children's charity Theirworld #5for5 campaign.

#5for5 highlights the 5 crucial childhood development goals for children aged 0-5.

Those taking part include [Supernanny Jo Frost](#), [Sharon Osbourne](#), [Penny Lancaster](#), actors [Rainn Wilson](#), [Matt Lucas](#), [Kim Cattrall](#), [Julian Morris](#), [Stephen Fry](#), boxing champion [Audley Harrison](#) MBE, children's illustrator and author [Nick Sharratt](#), and ECD champion UNICEF Executive Director [Tony Lake](#).

The #5for5 campaign aims to raise awareness of early childhood development and calls on world leaders to take urgent action to make sure all children have access to the care and support they need to thrive. The five childhood development goals include nutrition, health, learning, play and protection.

Theirworld is asking globally-influential celebrities, politicians, business leaders and young people to help raise awareness and encourage people to sign the [#5for5 Petition](#) being handed to world leaders.

[Sarah Brown](#), President of Theirworld said: "By the time a child reaches the age of five, 90% of their brain has already developed. Investing in the first five years of a child's life has been proven as critical in providing all children an equal chance at success, no matter who they are or where they are born.

"Promises have been made: the new Sustainable Development Goals — adopted by world leaders in September, 2015 at an historic UN Summit include a target to ensure that by 2030 all children have access to quality early childhood development, care and pre-primary education.

"To reach this goal world leaders need to commit to a dramatic increase in funding and action to support programmes to make sure all children -particularly the poorest and most marginalised - are given the best start in life."

ENDS

For interview requests contact jessica@theirworld.org or call 02031162737

Notes to Editors

- Link to celeb pictures and tweets: <http://theirworld.org/campaigns/5for5>
- About Theirworld: Theirworld is a children's charity that believes all children everywhere deserve the best start in life. We work for a future where all children are born safely, have a quality education and the chance to change the world. For more information go to www.theirworld.org/5for5