

11,895 drawings from children were sent to the art contest of the President of the Republic, "All the Good Things in Estonia"; more than fifty of these drawings will be displayed as outdoor posters in larger towns all over Estonia, including Tallinn, Tartu, Pärnu, Narva, Haapsalu and Rakvere, in co-operation with Enterprise Estonia and within the framework of the celebration of the anniversary of the republic.

The art contest, initiated by President Toomas Hendrik Ilves at the end of 2013, was inspired by the desire to suggest some ideas for people to consider and feel positive with one's country, take some time off with their children and reflect upon all the things that make Estonia a good place to live. The Head of State sent the invitation to take part in the contest to all the schools, kindergartens, orphanages, children's security centres and leaders of hobby groups all over Estonia.

A virtual exhibition of the drawings that were sent can be enjoyed on the Facebook environment of Toomas Hendrik Ilves at [fb.com/thilves](https://www.facebook.com/thilves) . A search engine is available for searching for the works of you and your friends.

Children appreciate the unpolluted nature of Estonia, four seasons, good food, high level schools, teachers, doctors and the Defence Force members. They held their friends, families, pets and wild animals dear. Our interesting history and traditions, folk costumes, and song and dance festivals were also mentioned – as were Skype and EstCube, the technological achievements of our country.

"In 10–15 years, the children of today will be shaping the future of our country. I look forward to seeing their concepts of Estonia with interest and I am sincerely glad to have received so many drawings," President Ilves added.

Many drawings will also find their way to the celebrations of the anniversary of the republic as a joint effort of the Office of the President and Enterprise Estonia. The printing of the posters that will be displayed in the streets of the towns was funded by Enterprise Estonia. The total cost of the campaign is around 5,000 euros. An attempt to represent the drawings from children from as many different places as possible was the main idea for choosing the drawings that became posters. Drawings were sent by children living both in large towns and in smaller places like Luige, Ülenurme, Iisaku, Kõpu and Vormsi.

"It was really cool to enjoy the initiative of our little artists and I do believe that an exhibition of drawings so great should please everyone moving around in urban surroundings," told Katrin Aunpu, Director of Marketing and Communication Unit of Enterprise Estonia.

The creative solution for the art competition was developed by agency Hmmm and the technical solution came from Goal Marketing. Apart from the staff of the Office of the President, three volunteers took part in sorting the drawings and entering these for the virtual exhibition on Facebook - Karoli Loo (Estonian Red Cross) and Britt Järvet and Kaimo Kukk (Estonian Association of Students' Representative Bodies).

At the end of 2011, the President invited us to take part in the One Hundred Reasons Why it is Good to Live in Estonia campaign. Together, approximately 1,500 advantages and positive features of Estonia were collected to celebrate the anniversary of the Republic. Then, too, outdoor posters were displayed in the four largest towns in Estonia, at the initiative of the Office of the President and Enterprise Estonia, during the anniversary week of the Republic. One Hundred Reasons Why it is Good to Live in Estonia was awarded a Golden Egg at the gala event of 2013 Golden Egg creative competition.

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