

2010 NEW ZEALAND CHILDREN'S HEALTH - BUTTERFLIES

Of all the people in our society, our children are surely among the most deserving of unconditional love, unstinting support and opportunities to reach their true potential. This 81st annual Children's Health stamp issue recognises that, like the butterfly, our most vulnerable children sometimes need wings to fly.

Te Puna Whaiora – the New Zealand Foundation for Child and Family Health and Development – specialises in helping at-risk children aged five to 12 to overcome barriers to healthy lifestyles. In 2010, New Zealand Post once again supports its work, with three beautifully illustrated 'butterfly' stamps – each with a 10-cent surcharge that goes to support Te Puna Whaiora's seven Children's Health Camps.

The collection also includes a stunning miniature sheet that truly brings the butterfly theme to life, reflecting not only the children's fragility, but also their extraordinary ability to emerge from the most difficult conditions and flourish as strong, independent individuals.



50c + 10c surcharge – self-adhesive
The boulder copper (*Lycaena boldenarum*) is one of our smallest butterflies, found mostly around the river beds, lake shores and open, rocky inland regions of the South Island's Otago and Canterbury regions. The males sport iridescent purple with orange colouring, while the females have orange and brown scales with bright blue spots.

Double Kiwi Collector points

Boost your Kiwi Collector points with double rewards on all 2010 Children's Health stamp products purchased before 6 August 2010.



50c + 10c surcharge – gummed
The monarch butterfly (*Danaus plexippus*) well deserves its name, for none can rival its majesty in flight. With origins in the alpine valleys of Mexico, the butterfly has become a familiar sight in most of our cities and towns. Many people encourage

its presence by planting its larval host-plant, milkweed (commonly called the swan plant).



\$1.00 + 10c surcharge – gummed
The common tussock butterfly (*Argyrophenga antipodum*) is the most widespread and best-known species on the eastern side of the South Island's main divide, from the inland valleys of Marlborough in the north to

Southland in the south. In summer, the grasslands on the plains and up to 2000 metres above sea level come alive with their fluttering wings.

A unique collectable for young and old

The highlight of this collection is the 2010 Children's Health miniature sheet – a superb gift for the youngsters (or the young-at-heart) in your life, and an innovative addition for your own collection.



Miniature sheet

Celebrating the astonishing beauty of our natural environment and the miracle of young people's resilience, the miniature sheet takes the shape of a monarch butterfly. What's more, it's the only way you can obtain the self-adhesive stamp in a gummed format. It's a fantastic way to brighten someone's day, so place your order now!

One new to stamps – the Boulder Copper *Lycaena boldenarum* Butler (♀).