



# NATIONAL PJ DAY

Friday 12th June 2026

We're asking Aotearoa to rock their comfiest, cosiest (or craziest!) PJs at work or school and help raise funds for The PJ Project and help keep kids in need, warm this winter.



## Why it matters:

Over 208,000 kids are living in hardship. This means 1 in 4 children go without the basics, including food, shelter, healthcare and warmth.

Being cold has a real impact on children's health, school attendance and overall wellbeing. And as the cost of living remains high, winter places even more pressure on families already stretched thin.

The PJ Project is one small but practical way we can collectively make a difference, helping children stay warm through the colder months. Wear your PJs on Friday 12th June 2026, donate a gold coin and help The PJ Project deliver more winter warmth to kids in need.

[Register and get involved!](#)