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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Commemorating Crayola's 100 Years

Easton, Pa.— Crayola will commemorate its 100th Birthday with a yearlong anniversary celebration beginning on Friday, Oct. 18, 2013, from 9 a.m. to 5 p.m. at the Crayola Experience in Easton, Pa. Special appearances include the President of the United States Barack Obama as well as the president of Crayola, Mike Perry.

Events and activities at the event will consist of speeches from the President Obama and Mike Perry, the announcing of the coloring contest winners, the unveiling of the crayon shaped birthday cake and the introduction of four new crayon colors. For this award, contestants must use 25 different crayon colors to depict a picture of their choice. Prizes will go to children from three age categories: 3- to 6-year-olds, 7- to 9-year-olds, and 10- to 12-years-olds. This award includes free passes for the winners and their families to enjoy the Crayola Experience site for two days in Easton, Pa.

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Crayola invented special anniversary colors available only during this year. The four new colors include: galaxy sparkle (silver with metallic flecks), firefly (luminescent yellow), terra firma (rich, dark, brown/black color of fresh topsoil), and pearl of great price (opalescent milky white).

Crayola LLC invests in creating innovative art tools, craft activities, and creative toys for children its number one consumer. At Crayola, we believe that “what if” is the greatest question in the world, a question that makes the impossible permissible. Crayola strives to equip parents and educators with inventive ways to stimulate their children’s imaginations through creativity and innovation.

For more information please contact Jodie Howard at prdirector@crayola.com.

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