

# Commemorating Crayola's 100 years



## Social Media Release

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- Friday, Oct. 18, 2013, from 9 a.m. to 5 p.m. at the Crayola Experience in Easton, Pa.
- Appearances from President Barack Obama and president of Crayola Mike Perry
- Announcing Crayola coloring contest winners
- Four new Crayola crayon colors only for anniversary year, including galaxy sparkle, firefly, terra firma, and pearl of great price
- Crayon-shaped birthday cake

"For the past century, Crayola has fostered the imaginative spirit of millions of children around the world. We celebrate 100 years of individual expression and creativity made possible by this dedicated company. Happy birthday to Crayola and many, many more."

-President Barack Obama

"We at Crayola have been privileged to spawn a century of creativity in children of all ages in nearly every country on the planet. We celebrate their accomplishments and commit ourselves to continuing our mission for another 100 years—and beyond. Thank you to all who celebrate with us today."

-Mike Perry, president of Crayola



**Link to read more about Crayola's journey over the century:**

<http://www.crayola.com/about-us/company-profile/history>

[Video](#)



[Video](#)

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.