

Crayola LLC
1100 Church Lane
Easton, PA 18044-0431
Phone: (610) 253-6271
Fax: (610) 250-5768



CONTACT:
Jodie Howard, Director of Public Relations
(206) 963-3153
Email: prdirector@crayola.com

Commemorating Crayola's 100 years

To celebrate its 100th anniversary, Crayola will host a party at the Crayola Experience facilities in Easton, Pa. Attendees include special guests Barack Obama, President of the United States, and Crayola's president, Mike Perry. At the event Crayola will announce the anniversary coloring contest winners.

WHO: Barack Obama, President of the United States of America
Mike Perry, president and chief executive officer of Crayola
Contestants in the anniversary drawing contest
Guests, friends and supporters of Crayola

WHAT: A blowout party celebrating Crayola LLC's 100 years include:

- Unveiling of the humongous blue crayon-shaped birthday cake
- Speeches from President Obama and Mike Perry
- Party favors including special 24-pack of anniversary colors, a Crayola contest and a crayon-shaped key chain for each guest

WHEN: Friday, Oct. 18, 2013, from 9 a.m. to 5 p.m.

WHERE: Crayola Experience
30 Centre Square
Easton, PA 18044-0431

WHY: To commemorate Crayola's 100 years in providing creative outlets for parents and educators to teach children to explore their imagination, creativity and innovation.

Parking and media passes available. Please contact: Jodie Howard at prdirector@crayola.com.