

Dear Crayolains

Oct. 31, 2013



Crayola Supporters Celebrate 100 years!

Inside This Issue

- 1 Message from the CEO
- 2 Upcoming Events
- 3 Employee News
- 3 Employee Profile
- 4 News from HR
- 4 Department Profile
- 5 Birthdays and Anniversaries

*Crayola inspires
children to create,
imagine and believe
that they can.*

Dear Crayolians,

Congratulations Crayolians, for a successful 100th Birthday Bash this past weekend at the Crayola Experience facilities. The event, a hit for children, families, fans and supporters, demonstrates to me the importance of Crayola over the last century and for centuries to come.

Activities at the event included an astounding speech from the U.S. President, Barack Obama, we also announced the coloring contest winners, and we unveiled the blue crayon-shaped birthday cake and introduced four new crayon colors.

President Obama and his family's appearance added to the festivities. He shared, "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."

We also launched four special anniversary colors: galaxy sparkle, firefly, terra firma, and pearl of great price. We incorporated the crayons into our party favor gift bags in hopes to build our marketing campaign.

During the event we also announced the coloring contest winners. Each contestant used 25 different crayon colors to depict a picture of their choice. Prizes went to children from three age categories: 3- to 6-year-olds, 7- to 9-year-olds, and 10- to 12-year-olds. The award included free passes for the winners and their families to enjoy the Crayola Experience site for two days and two nights.

OCTOBER 2013

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NOVEMBER 2013

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DECEMBER 2013

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Watching the winners receive their prizes reminded me why I work here at Crayola. These children impressed upon me their innate desire to pursue their wildest dreams. Stephen Smith, winner of the 10- to 12-year-old category, aspires to be an architect. He drew a model of a new twin tower complex. Reflecting on his drawing Stephen states, "Ever since I heard about September 11, I wanted to do something to remember those people who died, and to honor the heroes who died trying to save them. When I heard about this contest, I knew this was my chance."

Katie Jones, nine years old, desires to be a teacher or news reporter. She drew an ideal classroom. She reports, "I love school, and I love the way my teachers are always telling us kids to use our creative talents to make a difference. I wanted to draw a classroom that would be the perfect place for kids to do that."

Christie Miller, five years old, dreams of becoming an astronaut. Christie exclaims, "When I get big, I want to go to outer space and build a place for people to go and visit. And if the Earth ever gets too hard to live on, we can go to my space place and live there." She drew a colony on mars that could host people if the earth ran out of resources.

Meeting these children this weekend truly inspired me to think beyond products and sales. We, as a company, expanded over a century through new products, but our greatest accomplishment lies in the smallest tools that spark imagination. These children will influence the future of the world and if Crayola plays a small hand in foreseeing that than I can say a "job well done, folks."

Crayola has served with excellence for a century and this event wouldn't succeed without all of you behind this company 100%. You, representing Crayola LLC around the world makes our brand stand out among the rest due to our commitment, teamwork and persistence to make our products excellent. Our future is colorful.

As we celebrate and evaluate our past, we must prepare for our future. Crayola has grown in size and involvement in the creative business world since its founding in 1903 by Binney & Smith. Crayola, with its 99% brand recognition in the United States and around the globe, inspires children to create, imagine and believe that they can do.

We, as a company, expanded over a century through new products but our greatest accomplishment lies in the smallest tools that spark imagination. These children will influence the future of the world and if Crayola plays a small hand in foreseeing that than I can say a "job well done folks."

As we move into our second century of creating safe, imaginative products for children, our number one consumer, let us keep the same mindset and goals that founded Crayola. Let us continue to strive for excellence in all that we do. Let us strive as individuals, as workers in a society and as creators and innovators to provide top quality products. I proudly call myself a Crayolian, I hope you do too. I can't wait to see what the next century has in store for Crayola as we move forward into a new chapter in our history. Happy 100th Crayola!

Sincerely,

Mike Perry

Mike Perry
President and Chief Executive Officer



Facebook Post: President Obama attended Crayola's 100th Birthday Party, last Friday. Guests enjoyed a blue Crayola crayon cake, party favors, speeches from President Obama and President Mike Perry. Were you there? If so, what was your favorite memory?



Twitter Tweet: Crayola's 100th birthday bash last Friday had guests including Obama. Birthday cake, prizes, balloons, it was a blast! Happy Birthday Crayola! #Obama