



Happy 100th birthday, Crayola! Crayola has provided creative outlets for parents and educators to teach children to explore their imagination, creativity and innovation.

### Meet the three winners of the Creative Crayola Contest!

Meet our contestants! The announcement of the Creative Crayola Contest winners happened at the birthday bash. [Read their biographies here.](#)



### Bring a Child Joy through Art

Want to spark a small miracle through art? We want to partner with Children's Miracle Network to bring joy to children in hospitals. [Click here](#) to read more.



### New Play Lounge Built in Pennsylvania



We built a new play Lounge in the Penn State Hershey Children's Hospital! We raised \$50,000 and designated to this project thanks to your help! [Read more.](#)

### Celebrating Crayola's Birthday!

Crayola's Birthday Bash, a fun-filled event for families and supporters all across America, commemorated 100 years of service! [Read more.](#)



## Crayola Kicks off 100th Birthday!

Crayola started off its yearlong anniversary celebration on Friday, Oct. 18, 2013, in Easton, Pa. President Obama appeared as a special guest, also bringing his wife and two daughters who immensely enjoyed themselves. Congratulating Crayola he said, “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.”



Crayola’s president Mike Perry cut the delicious birthday cake, a blue crayon-shaped cake, representing the world’s favorite color in 2001. He stated, “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.”

Crayola announced the coloring contest winners at the party as well. Creating a picture of their choice, 14,357 children entered a drawing that used 25 different Crayola crayon colors. [Click here](#) to read the winners’ biographies as well as more details about the contest. Crayola also unveiled four new colors including: galaxy sparkle, firefly, terra firma, and pearl of great price. These colors will comprise some of the colors in our special 24-pack anniversary crayons. These Crayons have sold at major toy retailers and we have given 50% of the proceeds to Children’s Miracle Network. [Click here](#) for more information about Crayola’s special promotion and its partnership with CMN.

## Creative Crayola Contest

To celebrate the company's 100th birthday, Crayola held a drawing contest for children of three different age groups. Each contestant needed to use at least 25 different Crayola crayon colors to draw a picture using their creativity and imagination. The age categories consisted of 10- to-12-year-olds, 7- to-9-year-olds and 3- to-6-year-olds. From 14,357 entries in the contest, Crayola picked one winner from each age group. The winners received a free two-day, two-night stay in Easton, Pa., near the Crayola Factory. The package includes free passes for each contest winner and their immediate family members to the attractions.

*"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."*

-Stephen Smith

*"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."*

-Katie Jones

*"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."*

-Christie Miller

### Meet Stephen Smith!

**Age:** 12

**Hometown:** Littleton, Colorado

**Favorite Pet:** Charlie the Beagle and Marone the Anole lizard

**Favorite Crayola Color:** Blue

**Future Plans:** Architect

**Contest Submission:** Stephen drew a new rendition of the Twin Towers, dedicating it to those who died in 9/11.



### Meet Katie Jones!

**Age:** 9

**Hometown:** Berwick, Maine

**Favorite Pet:** Fluffy the Rabbit

**Favorite Crayola Color:** Dandelion

**Future Plans:** Teacher or News Reporter

**Contest Submission:** Katie drew the ultimate classroom where students could learn and fall in love with school.



### Meet Christie Miller!

**Age:** 5

**Hometown:** Hearst, Texas

**Favorite Pet:** Max the parakeet and a Calico kitten named Muffles

**Favorite Crayola Color:** Hot Magenta

**Future Plans:** Astronaut

**Contest Submission:** Christie drew a colony that could sustain humans on mars if ever needed in the future.





## Give to a Child through Art

### Crayola Employees get Involved!

Our employees serve twice a month at a CMN hospital, coloring and playing with pediatric patients. We will continue to serve in this way even though the anniversary year has ended. Our employees have enjoyed getting to know the children at the CMN hospitals.

*“Seeing the kids full of life as they color and draw and use their imagination reminds me of why I work at Crayola. Getting to go the hospital to play with these kids is probably my favorite part of working here.”*

*-employee at Crayola*

*“The kids are always asking me when the Crayola people are coming. They mark the day on the calendar in the play lounge. Thank you Crayola employees for giving your time to these kids.”*

*-employee at a CMN hospital*

In celebration of our 100th birthday, Crayola decided to partner up with a non-profit organization that dedicates its resources to help children, Crayola’s # 1 consumer. Crayola decided to partner with Children’s Miracle Network by selling its special 24-pack anniversary crayons and giving 50% of its revenue to ensure CMN’s continued work in helping children all over the United States. [Click here](#) to visit CMN’s website.

### Buy the Special 24-pack

Pick up your box of special anniversary crayon colors near you for a limited time and for a great price.

- Walmart, Toys R’Us and many more.
- The crayon box costs \$2.99
- For a limited time: Oct. 18, 2013, until Oct. 31, 2014.
- Crayon colors include: galaxy sparkle, firefly, terra firma, and pearl of great price.



Click here to receive more information about this special offer through our brochure. Find other ways to help CMN by visiting their [website](#).

### Helping beyond this year!



We plan to continue our partnership with Children’s Miracle Network even after the anniversary year ends. We will discontinue our special anniversary colors and instead designate promotional packs that we will sell and continue to give 50% of the proceeds to CMN.



## The Building of a New Play Lounge

We excitedly announce the building a new Pediatric Play lounge at Penn State Hershey Children’s Hospital! From a total of \$3.5 million raised, \$50,000 went towards this facility, which serves the Harrisburg, Lancaster, Lebanon and York regions in Crayola’s home state, Pennsylvania.

The play lounge includes:

- State-of-the-art furniture
- A small kitchen allowing families to cook smaller meals
- Private rooms that families can use to enjoy each other’s company
- Entertainment systems in the play lounge
- Crayola Toys including crayons, markers, silly-putty



Through our continued partnership with CMN, we want to donate more money towards building and updating five new play lounges in CMN hospitals all over the U.S. annually. To read more about our partnership with CMN and about the continuation of the miracle program please [click here](#).

