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**For Immediate Release**

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**Crayola Renames Indian Red Crayon**  
*Company Received More Than 250,000 Color Name Suggestions*

**July 27, 1999 – Easton, Pa.** – Baseball mitt brown struck out. Old penny didn't sell. And ginger spice wasn't what the maker of Crayola products really, really wanted in its quest to rename its indian red crayon. There were browns – brown-eyed girl, buffalo brown and brownian motion. There were reds – hot meatball red, sunset red and crab claw red. And there were Prince fans who felt that "the crayon formerly known as indian red" was the most logical choice. But in the end, after considering more than 250,000 name suggestions from nearly 100,000 crayon enthusiasts of all ages, the color name "chestnut" was bestowed upon the reddish-brown crayon.

Chosen by a panel of Crayola color experts, the name chestnut was selected based on its originality, creativity and appropriateness. The new crayon will appear on 16 million crayons each year and will be found in Crayola 48, 64 and 96-count crayon assortments nationwide beginning in Sept.

The name change, applauded by the National Congress of American Indians and many consumers, was prompted by feedback received from educators who believed that some children wrongly perceived that the crayon color was intended to represent the skin color of Native Americans. In reality, the name indian red originated from a pigment, used mostly by fine artists in oil paints, that was commonly found near India.

Each of the 155 consumers who suggested chestnut have earned a place in Crayola color history, as well as a "Certificate of Crayola Crayon Authorship" and an assortment of Crayola products including a 64 box containing the chestnut crayon. The name chestnut was selected from a list of finalists that included names like adobe, autumn, canyon, earth red, harvest red and red rooster.

The response from consumers to the renaming was overwhelmingly positive as colorers as young as three and many in their 80s put their best color names forward. "There seemed to be just as many adults as children who participated, which illustrates the timeless appeal of crayons and the desire many have to claim the distinction of naming a Crayola crayon," said Stacy Gabrielle, Crayola spokesperson.

Renaming indian red to chestnut marks only the third time in Crayola history the crayon maker has re-named one of its ubiquitous wax sticks. Prussian blue was the first in the Crayola lineup to assume a new identity. In 1958, the crayon was renamed midnight blue because children could no longer relate to Prussian history. Flesh received a name change to peach in 1962 to recognize that not everyone's skin is the same shade. A deep reddish brown, the indian red crayon was introduced into the Crayola lineup in 1958 when the 64 crayon box debuted.

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