

Crayola Trivia

Little known facts from the annals of Crayola history

- Beginning August 8, 2000, Binney & Smith invites crayon enthusiasts of all ages to make their favorite color count in the Crayola Color Census 2000, the first cyber-search for America's favorite crayon colors. Everyone who registers their choice at the new Crayola.com Web site will be "counted in" for the chance to win a 10-day trip for four to colorful sites like The *White House*, *Yellowstone National Park* and the *Golden Gate Bridge*.
- The last official poll of people's favorite crayon colors, taken in 1993, revealed that blue was the most popular color, followed in order by red, violet, green, carnation pink, black, turquoise blue, blue green, periwinkle and magenta.
- Favorite crayon colors of celebrities include: **robin's egg blue** -- Britney Spears, **red** -- Courtney Cox Arquette, **wild strawberry** -- Tiger Woods, **pig pink** -- Mario Andretti, **caribbean green** -- Al Roker, **burnt sienna** -- Billy Crystal, **blue bell** -- George W. Bush, **magenta** -- Whoopi Goldberg, **cerulean** -- Katie Couric, **blue** -- Mike Myers, **dandelion** -- Candice Bergen, and **lemon yellow** -- Fred Rogers of Mr. Rogers' Neighborhood.
- Crayola crayons currently come in 120 colors including 23 reds, 20 greens, 19 blues, 16 purples, 14 oranges, 11 browns, 8 yellows, 2 grays, 2 coppers, 2 blacks, 1 white, 1 gold and 1 silver. Although Crayola crayons come in 120 different colors, the labels are only made in 18, which cover the full color spectrum.
- Most Crayola crayon color names are taken from the U.S. Commerce Department's National Bureau of Standards book called "Color: Universal Language and Dictionary of Names." Many crayon names are also borrowed from traditional artists' paints.
- Binney & Smith, maker of Crayola products, produces nearly 3 billion crayons each year, an average of twelve million daily. That's enough to circle the globe 6 times!
- In the last 97 years, over 100 billion Crayola crayons have been made.
- The name Crayola was coined by Alice Binney, wife of company founder Edwin, and a former schoolteacher. She combined the words craie, which is French for chalk, and ola, for oleaginous, because crayons are made from petroleum based paraffin.

- The average child in the United States will wear down 730 crayons by his 10th birthday (or 11.4 boxes of 64s).
- According to a report published by the Christian Science Monitor, parents buy enough crayons in a year to make a giant crayon 35 feet in diameter and 100 feet taller than the Statue of Liberty!
- Kids, ages 2-8, spend an average of 28 minutes each day coloring. Combined, children in the U.S. spend 6.3 billion hours coloring annually, almost 10,000 human lifetimes!
- In March, 1999, for only the third time in Crayola history, Binney & Smith announced plans to rename its indian red crayon based on feedback from educators and consumers. More than 250,000 name suggestions were received from over 100,000 colorers of all ages. Some of the most frequently suggested names were clay red, india red, sunset red and redwood. In the end, the new crayon name, chosen by a panel of Crayola color experts, was chestnut.
- In February, 1998, the Crayola 64 crayon box celebrated its 40th birthday with the reintroduction of its original packaging, complete with built-in sharpener and original package graphics. To help celebrate the milestone, an actual 1958 Crayola crayon box, and an assortment of advertising spanning the century, became part of the permanent collection of the Smithsonian Institution's National Museum of American History.
- On January 17, 1998, the U.S. Postal Service unveiled its stamp commemorating the introduction of Crayola crayons in 1903. The stamp features the original 8-count box, which sold for a nickel and included black, brown, blue, red, violet, orange, yellow and green crayons.
- In October, 1997, eight new crayon colors were issued commemorating people, identified through the Crayola Search for True Blue Heroes. In addition to being the first people in Crayola history to ever have crayons issued bearing their names, the eight heroes, selected from more than 10,000 submissions, were also inducted into the Crayola Hall of Fame. The new colors named by the True Blue Heroes included: outer space, mountain meadow, fuzzy wuzzy brown, brink pink, shadow, banana mania, torch red and purple heart.
- In February, 1996, the 100 billionth Crayola crayon was made by Fred Rogers of Mister Rogers' Neighborhood. The crayon was a once in a lifetime color -- blue ribbon -- of which one million special 100 Billionth commemorative crayons were made and sold in special commemorative boxes.

- Darlene Martin, a grandmother from Port Orchard, Wa., won the actual 100 billionth Crayola crayon through a contest and sold it back to Binney & Smith for a \$100,000 bond. The 100 billionth crayon now resides in the Crayola Hall of Fame in downtown Easton, Pa.
- On July 16, 1996, Easton, Pa., home of Crayola crayons, hosted Crayola ColorJam '96 -- the largest gathering of people with color in their names (more than 40,000 colorful people came out for the day -- including ColorJam Grand Marshall Larry Holmes and Easton Mayor, Tom Goldsmith!).
- The Crayola Factory at Two Rivers Landing opened in Easton, Pa., on July 16, 1996. First day attendance was approximately 8,000 people. The 100,000 visitor was seven year-old Marshall Rein, on October 25, 1996.
- Douglas Mehrens uses more crayons annually than anyone else does in the world. The Phoenix-based artist goes through about 24,000 a year, many of them melted, to complete his contemporary abstract works.
- In 1993, for the first time, consumers were invited to name 16 new Crayola crayon colors. Nearly 2 million suggestions were received. The 16 individuals whose names were chosen ranged in age from 5 to 89. Their names and ages later appeared on the crayons they named for a limited time. The 16 new color names included: purple mountain's majesty, razzmatazz, timber wolf, shamrock, cerise, Pacific blue, asparagus, tickle me pink, wisteria, denim, Granny Smith apple, mauvelous, tumbleweed, robin's egg blue, macaroni and cheese and tropical rain forest.
- Crayon color names rarely change. However, there are exceptions. In 1958, Prussian blue was changed to midnight blue in response to teacher recommendations that children could no longer relate to Prussian history. In 1962, the color flesh was changed to peach recognizing that not everyone's flesh is the same shade. In 1999, indian red was renamed chestnut to dispel the myth that the color was intended to represent the skin color of Native Americans.
- Renowned American Gothic artist Grant Wood entered a Crayola coloring contest in the early 1900s and won. Wood later commented that winning the contest gave him the encouragement he needed to pursue a career in art.

- In 1990, after 37 years of service, Crayola products' most senior crayon maker Emerson Moser retired after molding a record 1.4 billion crayons. It was not until his retirement that he revealed a very well kept secret -- he was actually colorblind.
- According to a Yale University study, the scent of Crayola crayons is among the 20 most recognizable to American adults. Coffee and peanut butter are one and two. Crayola crayons are 18.
- Art materials aren't the only items the Crayola brand name is found on. The name is licensed to more than 20 companies that make costumes, watches, clocks, children's clothes, stuffed animals, bedding, party wear, stationery items, baby needs and even eye glasses.
- Crayola is a registered trademark. But, the company permits two individuals to "borrow" the name: Crayola Walker, Bellow Falls, Vt., and Crayola Collins, Pulaski County, Va.!
- The private crayon collection of Dr. William Mahaffey of Sandusky, Ohio, is, perhaps, the largest on record. The retired Navy doctor's collection boasts a spectrum of over 725 colors--all catalogued by color and manufacturer, and all sporting perfect wax points never put to paper!
- Crayola products are sold in more than 80 countries from the island of Iceland to the tiny Central American nation of Belize. They are packaged in 12 languages: English, French, Dutch, German, Italian, Spanish, Portuguese, Danish, Finnish, Japanese, Swedish and Norwegian.
- Crayola crayons come in three sizes: regular, large and Kid's First, and three styles: regular, washable and specialty crayons .
- Crayola crayons are made in several different sizes including boxes of 8, 16, 24, 32, 48, 64, 96 and 120.
- Although the 64 and 96 boxes are larger, the 24 count Crayola box is the best seller.
- Crayola box sizes are in accordance with industry standards set by the Art & Craft Material Institute to minimize confusion by consumers. Crayon stick sizes -- 3 5/8 " x 5/16" -- are also fairly standardized for the same reason.
- The first box of Crayola crayons was sold in 1903 for a nickel and included the same colors available in the eight-count box today: red, blue, yellow, green, violet, orange, black and brown.

- In 1959, the 72 Crayola crayon gift box was introduced. However, due to last minute package improvements, it actually contained 73 crayons: 64 colors plus duplicates -- 4 reds, 3 blues and 2 blacks!
- Crayola crayons are made from paraffin wax and colored pigments.
- Cousins Edwin Binney and C. Harold Smith began the partnership of Binney & Smith in 1885 to sell carbon black and other pigments used in various industries.
- The Crayola brand name is recognized by 99 percent of Americans and is ranked 51st of all world brands (1991 Landor Image Power Survey) in terms of the brand's recognizability and consumers' esteem for the brand.
- In addition to making crayons, Binney & Smith makes 540 million Crayola colored pencils, 425 million markers, 90 million sticks of chalk, 6 million Silly Putty eggs, and 1.5 million jars of paint.
- Binney & Smith is a subsidiary of Hallmark Cards, Inc., Kansas City, Mo.

