



For Immediate Release
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Green is More Than a Color at Crayola
*Crayola Back-to-School Supplies Give Mother Earth
 Something to Smile About*

April 16, 2010 — EASTON, PA — Crayola takes the job of helping parents and teachers raise creative, inspired kids seriously. That's why we're taking important steps toward leaving a healthier planet to the kids of today and tomorrow. For back-to-school 2010, the school tools that kids love and teachers trust will also win the approval of Mother Earth!

Crayola crayons, markers and colored pencils will stand out in the crowd not only for their superior quality and value, but because they are manufactured in ways that are environmentally friendly. By using renewable energy, reducing waste and protecting the rain forests, Crayola believes that kids will have a healthier environment for their creative tomorrows. Read on to see how Crayola crayons, markers and colored pencils are getting greener!

Product

SRP
 \$3.99-\$4.99

Availability
 July 1

Thanks to new, innovative ways to manufacture Crayola markers from recycled bottle caps, "black" is the new "green!" Crayola markers will now have black barrels instead of white, which allows more recycled plastic to be used, giving a second life to more than 1 million pounds of plastic bottle caps. And, switching to black barrels keeps hundreds of tons of plastic out of landfills each year.

These Crayola marker assortments are the first to sport the new black barrels as part of the "green" initiative: 10-ct. Broadline Classic Colors, 10-ct. Broadline Assorted Colors, 10-ct. Finesline Classic Colors, 8-ct. Washable Broadline and 8-ct. Washable Finesline.



Product

Beginning this summer, **Crayola 24-ct. crayons**, the quintessential school supply found in virtually every elementary classroom, will be made with the power of the sun. More than 26,000 solar panels will convert sunlight into electricity, generating the energy required to make 1 billion of the 3 billion crayons Crayola makes each year, which equals 60 million 24-ct. boxes.

The solar farm, located on Crayola's Easton, Pa. corporate campus, will help reduce 1,900 tons of greenhouse gases per year, equal to planting 400 acres of pine forest or removing 325 cars from the road. Mother Earth will be smiling down on every forest green, pine green and jungle green crayon that rolls off the assembly line!

Crayola is committed to protecting the rain forests as well. Since 1987, all **Crayola Colored pencils** have been made from reforested wood and not wood sourced from tropical rainforest or endangered species. For every tree used, a new tree of the same species is planted.

The following assortments of Crayola Colored pencils will be among the first to carry the "Eco-Evolution" callout on their packaging: 12-, 24-, 36- and 50-ct. boxes.

SRP
\$2.49

Availability
July 1



SRP
\$2.99-\$10.99

Availability
Now



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