



**For Immediate Release**  
 Call (610) 253-6272  
 Susan Tucker, ext. 4293  
 stucker@binney-smith.com  
 Stacy Gabrielle, ext. 4297  
 sgabrielle@binney-smith.com  
**New for 2005**

**They Erase Just in Case!**

*New Crayola Erasable Markers work like regular markers  
 and erase like pencils*

**Easton, Pa.** -- Get ready for a new Crayola marker that is truly "re-mark-able!" Crayola Erasable makers, the first and only fully erasable children's marker, joins the family of "Crayola Erasables" art tools, including Crayola Erasable Twistables crayons and Crayola Erasable Colored Pencils. Featuring built-in erasers and a revolutionary ink that erases completely from almost all types of paper, Crayola Erasable markers "erase just in case," so there's no starting over homework assignments or drawings.

**Product**

**Crayola Erasable markers** work like markers and erase like pencils. Each colorfully decorated marker features a built-in eraser that **really** erases and won't tear paper, so kids can have more fun and less frustration working on school projects. Even their artwork comes out picture perfect with these easy-erase markers, allowing kids to express themselves with confidence as they create high-quality work! The revolutionary new, fast-drying ink won't smear and erases completely from almost all types of paper. The markers come in six classic colors -- red, blue, green, yellow, orange and black.

<u>SRP</u>	<u>Age</u>	<u>Availability</u>
\$5.00	8+	Now



**Product**

**Crayola Erasable Twistables** are the only crayons with built-in erasers for the convenience of easy erasing. Twistables offer older kids a cool coloring tool that's fun to use and delivers loads of color. Crayola Erasable Twistables are available in 8 classic colors that require no label peeling or sharpening when the tips get worn down -- just "do the twist" for a brand new tip and keep on coloring. Colorful barrel graphics add to the fun.

<u>SRP</u>	<u>Age</u>	<u>Availability</u>
\$3.99	8+	Now



<u>Product</u>	<u>SRP</u>	<u>Age</u>	<u>Availability</u>
	\$3.49/\$6.99	5+	Now

Built-in erasers let Crayola **Erasable Colored Pencils** do what most colored pencils can't -- ERASE without a trace. This advancement in colored pencil erasability lets young students spend less time starting over, making homework more fun so there's more time to play! The colorfully decorated pencils are available in a 10-ct. package and a 20-ct. value pack with a free sharpener and eraser. Moms feel good about buying a quality product that has longer-lasting, bolder colors and superior erasability.



**# # #**

**Editor's Note:** Digital images available at [www.Crayola.com/media center](http://www.Crayola.com/media center)