



For Immediate Release
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New for 2005

Crayola Introduces Color Wave and Pip-Squeaks Markers

Easton, Pa. -- From their sneakers to their snacks, kids expect plenty of choices. Crayola is introducing two new choices in specialty markers -- Color Wave and Pip-Squeaks markers. One long on color, the other short on size, these new markers let kids express their creativity in bold new ways!

Product

Sleek and oh so cool, **Crayola Color Wave markers** have a "wave" of visible color inside and a textured "extreme" grip that makes them super comfortable to hold. Tilt the marker from side-to-side and you'll put some motion in the ocean of color that makes these markers last twice as long as regular markers. An ink-level gauge tells you how much of the smooth, easy-flow ink remains in the "tank," so kids can see how much life is left in the marker. Crayola Color Wave marker tips can be reactivated by gently pressing down on the marker nib on paper. That's good news if the caps are off for an extended period of time, since these markers will still go the distance and complete the task. They come in 8 ultra-cool shades including Hang Ten Red, Blue Wave, Pipeline Green, Sun Ray Yellow, Coral Orange, Gnarly Purple, Sandy Brown and Black Shades, in a reusable plastic storage box.

<u>SRP</u>	<u>Age</u>	<u>Availability</u>
\$5.00	6+	Now



Product

Crayola Pip-Squeaks markers are shorter versions of full-size, broad line Crayola Washable markers, in 16 unique, non-traditional colors. Smaller and easier for little hands to hold, kids 4 and up will enjoy coloring and drawing with Crayola Pip-Squeaks markers, designed especially for them. With fun graphics, a wide assortment of kid-friendly colors like Dinky Pink, Teensy Teal and Little Boy Blue, and an extended ventilated cap for safety, Pip-Squeaks markers are the perfect choice for small artists with big imaginations!

<u>SRP</u>	<u>Age</u>	<u>Availability</u>
\$4.49	4+	Now



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