



**For Immediate Release**  
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**New for 2005**

**C'mom Kids ... Just do the Twist!**

*New Crayola Twistables encourage kids to twist up the fun*

**Easton, Pa.** -- Crayola has cranked up the fun and kicked up the color with new additions to its popular line of "Twistables" art materials. First it was crayons with a twist and now colored pencils are getting in on the action. Crayola Twistables require no peeling or sharpening when tips get worn down. Just twist up the sturdy plastic stick for a new tip and keep on coloring! With new Twistables Colored Pencils, Slick Stix, Neon Twistables and Mini Twistables older, kids have a coloring and drawing tool just for them.

**Product**

SRP    Age    Availability

\$3.99    5+    Now

There's no need to pull out your sharpener when the tips on your **Crayola Twistables Colored Pencils** wear down -- just twist up a new tip by turning the end of the plastic barrel and you won't miss a beat! And because you don't need a sharpener these colored pencil barrels don't get shorter with use. Twistables Colored Pencils stand up to multiple map assignments and serious social studies homework. Crayola Twistables Colored Pencils come in 12 great colors, with clear, strong plastic barrels that let kids see how much color is left.



SRP    Age    Availability

\$3.99    5+    Now

**Crayola Twistables Slick Stix** are super smooth twistable crayons in rich, brilliant colors, specially formulated to glide across paper. Whether it's art class or working on homework assignments, Twistables Slick Stix give kids a fun new coloring experience. A simple twist of the barrel exposes more color, eliminating the need for sharpening and label peeling. Plus, the durable plastic barrel protects the crayon from breaking, so its both fun and functional. Crayola Twistables Slick Stix come in vivid shades of blue, green, yellow, red and orange.



- more -

SRP

Age

Availability

Product

\$2.99

5+

Now

**Crayola Neon Twistables** add more color variety to the Twistables lineup, giving kids more choices in a growing color palette of Twistables crayons. The 8-ct. pack of bright neon colors produce a unique glow effect on paper, and the clear plastic barrels provide extra strength that stand up to tough projects like large murals and banners.



SRP

Age

Availability

Product

\$2.99

5+

Now

**Crayola Mini Twistables** offer the most color variety of any Crayola Twistables crayon assortments -- 24 in all -- in a fun, new mini-size stick. Mini Twistables are perfect for projects that call for lots of color in small spaces, like homemade greeting cards or personal stationery. The teacher-preferred color palette provides plenty of choices, and like all Crayola Twistables, kids can do the twist for a new tip!

