



For Immediate Release
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New for 2005

Come See What's New From Crayola Color Wonder

But remember, you'll only see it on Color Wonder Paper!

Easton, Pa. -- The mess-free Color Wonder magic continues, with new fingerprint colors and coloring and activity book titles, offering more ways for budding artists -- and moms who want their kids to remain clean -- to enjoy using Color Wonder fingerpaints and markers. Revolutionary Color Wonder fingerpaints and markers magically appear only on special Color Wonder drawing paper and coloring books, so skin, clothing, walls and furniture stay squeaky clean.

Product

Color Wonder Coloring and Activity Books offer more ways for kids to express their creativity anytime, anywhere using Color Wonder Fingerpaint or Color Wonder Markers. Because they are *Color Wonder* coloring books, color only appears inside the lines on the specially-treated paper. Two titles feature Crayola Zoogles characters, tiny, fun-loving creatures that only kids can see, and a third, "Fingerprint Coloring Collection," was designed especially for use with Color Wonder Fingerpaints. This book includes large, preprinted images from eight of the most popular Color Wonder coloring books, so little hands can cover the images with lots of color! Fun and engaging, each book contains 24 pages of coloring and fingerpainting fun!

<u>SRP</u>	<u>Age</u>	<u>Availability</u>
\$5.00	3+	Now



Product

Color Wonder Fingerpaint Refills offer more choices in fingerprint fun. The revolutionary no-mess paint formula goes from solid and colorless to vibrant and colorful when applied to specially-treated Color Wonder paper -- a "wow" for kids as the color magically develops right before their eyes! Each refill includes six colorful trays of Color Wonder Fingerpaint in either Original colors -- red, orange, yellow, green, blue and purple; or a new bold variety of colors in fun shades like cherry, gray, brown, lime, clementine and cyan.

<u>SRP</u>	<u>Age</u>	<u>Availability</u>
\$3.99	3+	Now



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