



For Immediate Release
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New for Back to School

Crayola Introduces a Notebook Like No Other
Color Explosion Puts the "Cool" in Back to School

Easton, Pa. -- Students heading back to class this year don't have to settle for the same old white paper notebooks and tablets. Crayola has turned art making and note taking on its noggin with new Color Explosion. Whether it's practicing spelling words or long division, anytime a mark is made on the special black Color Explosion paper, a burst of color is magically revealed. Students who dare to be different will love the bold new way Crayola Color Explosion allows them to approach their school assignments and artwork!

<u>Product</u>	<u>SRP</u>	<u>Age</u>	<u>Availability</u>
Crayola Color Explosion Neon and Rainbow each comes with a 20-page, 8 1/2 x 10" spiral-bound tablet of black Color Explosion paper and three clear-ink color reveal markers. The markers make the black surface disappear to reveal hidden hues inside the paper. Looking for a fun new way to take notes or make your assignments stand apart from the crowd? Try this high-tech tablet with black -- instead of the traditional white -- paper, and let neon and rainbow-colored words pop off the page! Each pack also includes a durable stencil sheet to jump start kids' imaginations.	\$7.99	6+	Wal*Mart Target Staples Office Depot K-Mart



<u>Product</u>	<u>SRP</u>	<u>Age</u>	<u>Availability</u>
Not every kid can attend the "Hogwarts School of Magic" but with an "abracadabra" wave of the Crayola Color Explosion Magic Sparkle Wand , kids can add shimmery detail to their Color Explosion creations. The Magic Sparkle Wand will transform an ordinary science project into something spectacular that glitters and glows! Each kit comes with an 18-page black tablet of rainbow color-reveal paper, 3 color-reveal markers and a stencil sheet, all in a resealable storage bag.	\$7.99	6+	Wal*Mart Toys R Us Target



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