



For Immediate Release
 Call (610) 253-6272
 Susan Tucker, ext. 4293
 stucker@crayola.com
 Stacy Gabrielle, ext. 4297
 sgabrielle@crayola.com

New Crayola Color Surge Amps-up Kids' Creativity with the **Brightest Colors Under the Sun**

Easton, Pa. — Who said an activity needs batteries to light up kids' faces! The company that gave kids colors like electric lime, laser lemon and shocking pink has come up with its "brightest" idea yet in children's art tools with a super bright color system that takes drawing on colored paper to a whole new level of bright! Just in time to blast away kids' winter blues when they're counting down to spring, Crayola Color Surge lets kids create extraordinary art on colored paper that's brighter than you ever thought possible.

Unlike regular markers that look a bit ho-hum on colored paper, when the supercharged Color Surge markers meet the ultra-bright Color Surge paper, the color is so intense you just might need a pair of shades!

Color Surge comes in four different varieties: Color Surge Classic Tips Set, Color Surge Deluxe Tips Set, Color Surge Crazy Tips Set and Color Surge Mega Pack. Each set features colors like "shocking blue," "laser green" and "lightning white," a "brilliant" breakthrough in marker colors, and double-sided Color Surge paper to amp up kids creativity!

<u>Product</u>	<u>SRP</u>	<u>Age</u>	<u>Availability</u>
	\$7.99-\$9.99	5+	Now

The ultra-bright **Color Surge Classic Tips Set** includes 20 sheets of double-sided Color Surge paper, 8 Color Surge markers, 1 stencil and a storage folder.

Color Surge Deluxe Tips Set includes 30 sheets of double-sided Color Surge paper, 12 Color Surge markers with tips that let kids draw, sketch and create thick and thin lines, 1 stencil and a storage folder.



Product

Crayola Color Surge Crazy Tips Set offers a cool spin on the Classic set. These Color Surge markers have different tips to create unique effects and crazy lines. The set includes 20 sheets of double-sided Color Surge paper, 8 Color Surge markers, 1 stencil and a storage folder.

SRP Age Availability
\$7.99 5+ Now



Product

Crayola Color Surge Mega Pack is perfect for a birthday or holiday gift and a mega good time! It offers more Color Surge paper and markers than any other assortment. This 100-piece set includes 70 sheets of double-sided Color Surge paper, 28 Color Surge markers and 2 stencils. The Color Surge Mega Pack will supply kids with hours of colorful, creative fun.

SRP Age Availability
\$19.99 5+ Sept. '08



Refills of Color Surge markers and Color Surge paper are available at \$4.99 ea. The Color Surge Marker Refills include 8 Color Surge markers; The Color Surge Paper Refill includes 20 double-sided sheets of Color Surge paper and 1 storage folder.

