



For Immediate Release
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Crayola Creates a World of Colorful Discovery for Babies

New Crayola Beginnings Baby Line Encourages Babies to Explore and Manipulate Color Using Natural Motions

February 1, 2009 — EASTON, PA — No other brand knows color like Crayola, and now the brand that has inspired countless children to create everything imaginable is giving babies a way to use their senses and natural motions to explore and manipulate color with its new Crayola Beginnings Baby line.

Each of the four toys lets baby pop, drop, slide and stack colors for fun-filled playtime experiences that develop fine motor skills and encourage imaginative color play. Using their eyes, ears, hands and natural motions like stacking, pressing, pulling and pushing, baby can make colors move, play music and change appearance as they laugh, learn and share special moments with the adults who love them.

Product

Crayola Beginnings Baby Drop & See encourages babies to use their natural motions of dropping, pressing, pulling and pushing to put them in control of a colorfully fun experience that excites the senses. Baby can drop and watch balls magically change color through the colored windows as they zigzag their way down the rainbow ramp. Easy push and pull levers make surprising sounds and let baby move the balls through each level until they reach the bottom. Baby will giggle with wonder as balls roll their way through this merry maze of color!

<u>SRP</u>	<u>Age</u>	<u>Availability</u>
\$24.99	9+ mos.	Now



- more -

Product

Crayola Beginnings Slide & See is a magical way to introduce baby to their first coloring experience. There are six pictures, each representing a different color, and by simply pulling the tab, baby can "color" the black and white images. Baby can turn a strawberry red, a leaf green or the sun yellow, and with a push, remove the color. Each slide also has a textured surface like a bumpy orange peel, lumpy grapes and a feathery bluebird to match the images. The easy-to-pull sliders help develop baby's fine motor skills.

Crayola Beginnings Baby Pop & See introduces tiny tots to the classic "peek-a-boo" play pattern with a special Crayola twist in the "show and tell" tummy of each TaDoodle bead. Pop one into another and watch baby marvel as stripes, checkers, polka dots or rattle ball surprises appear. The pop-beads connect in any order so baby can mix and match colors and characters. "Mommy-and-me" time with Pop & See is sure to bring out the smiles with every snap, pop and jiggle!

Crayola Beginnings Baby Rainbow Tower lets baby stack, nest and mix colors with lights and music. Babies 6 months and up will have oodles of fun as they stack the easy-to-grasp TaDoodles puppy, kitten or mouse to build a tower of color that shines and chimes with lights and music. Baby can also nest the TaDoodles to mix colors. Place the red TaDoodle over blue and voila—purple appears! The Rainbow Tower helps develop babies' size perception skills and eye-hand coordination as they learn to distinguish sounds, making together time a delightful treat for the senses. # # #

SRP Age Availability
\$9.99 6+ mos. Now



SRP Age Availability
\$9.99 6+ mos. Now



SRP Age Availability
14.99 6+ mos. Now

