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Calling All Edisons!

The Crayola Crayon Maker Brings Out Kids' Inner Inventor

Easton, Pa. — This holiday, moms can give their kids the gift of invention with the Crayola Crayon Maker. The table-top crayon factory lets them melt, mix and mold unique, swirled colors from tiny bits of castaway crayons too small to color with, but perfect for recycling into brand new hues. By the age of 10, kids will have worn down more than 750 crayons, so there's plenty of renewable "fuel" around the house to energize their crayon-making creativity!

What kids enjoy as much as watching the magical morphing and mixing of the solid bits into a swirls of liquid color is inventing new names like "blurple," (sky blue + lavender + purple mountain's majesty) "grelow," (screamin green and laser lemon) and "bikini melon sunshine," (a combination of yellows, pinks and purples) to represent their one-of-a-kind creations. Selected as a coveted "Platinum Award" winner by The Oppenheim Toy Portfolio, the Crayola Crayon Maker keeps the creative, colorful fun going, long after the holiday season is over.

Product

SRP

Age

Availability

The **Crayola Crayon Maker** lets kids be the masters of their own personal wax works with unlimited possibilities! The bigger the stockpile of periwinkle pieces and little laser lemon nubs to add to the 8 crayons that come with the plug-in unit, the more colorful combinations of unique, recycled crayons they can crank out.

\$29.99

8+

Now

Once the crayon bits are selected and arranged on the melting tray, which is coated for easy cleanup, the clear, plastic hood gets locked in place and remains safely locked throughout the melting process until the unit and the wax cools.



Next, give the yellow knob a turn and the light bulb comes on to start the melting process. The clear, see-through lid lets kids safely watch the transformation of bits of wax into a colorful liquid.

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Product

<u>SRP</u>	<u>Age</u>	<u>Availability</u>
\$29.99	8+	Now

Once the wax is melted, a turn of a second knob tilts the melting tray forward sending a swirling stream of color into a plastic mold that forms four new multicolored half-size crayons. Once the swirled sticks of color are cool and hardened, the safety lid unlocks and they can be removed from the mold. Two crayon connectors come with the toy and can be used to create two, full-size, dual-tipped crayons for twice the coloring fun!



The Crayola Crayon Maker includes: 8 unlabeled crayons (2 ea. red, blue, yellow and green), one mold, and 2 plastic crayon connectors. No batteries are needed; however, a 60-watt candelabra light bulb is required.

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