



# Fun Facts

## Colorful Trivia

### 100 Years of Color

The first box of Crayola® crayons was introduced in 1903. It sold for a nickel and included the same eight colors available today: red, blue, yellow, green, violet, orange, black and brown.

### Hue Can't Be Serious!

Since 1903, more than 120 billion Crayola crayons have been sold throughout the world. End to end, they would circle the world more than 200 times.

### Let's Hear it for Alice B.

Alice Binney, wife of company founder Edwin Binney, coined the name Crayola. She combined the worlds "craie", which is French for "chalk", and "ola", short for "oleaginous", or "oily", because crayons are made from paraffin wax. So the word Crayola actually means "oily chalk."

### Name Change

Since 1903, Crayola color names have only been changed three times. Prussian blue was renamed midnight blue in 1958, flesh was renamed peach in 1962, and indian red was renamed chestnut in 1999.

### Globetrotting

Binney & Smith, maker of Crayola products, produces nearly 3 billion crayons each year, an average of 12 million wax sticks daily. That's enough to circle the globe 6 times!

### Scent of a Crayon

According to a Yale University study, the scent of Crayola crayons is among the 20 most recognizable to American adults. Coffee and peanut butter are 1 and 2. Crayola crayons are 18.

### Shade of Difference

Crayola crayons currently come in 120 colors including 23 reds, 20 greens, 19 blues, 14 oranges, 11 browns, 8 yellows, 2 grays, 2 coppers, 2 blacks, 1 white, 1 gold and 1 silver.

### More Than Meets the Imagination

In addition to making crayons, Crayola makes about 600 million Crayola colored pencils, 465 million markers, 110 million sticks of chalk, 9 million Silly Putty® eggs, and 1.5 million bottles of paint every year.

### Lotsa "Leftolas"

The average child in the United States will wear down about 730 crayons by his or her 10<sup>th</sup> birthday (11.4 64 boxes or 7 lbs. of crayons) enough to cover an NBA basketball court! The Crayola Crayon Maker, a tabletop crayon factory, melts down these tiny bits or "leftolas," a name coined by a preschool teacher from Milbury, Ohio, and turns them into brand new crayons.

### Big Blue

In honor of Crayola's 100<sup>th</sup> birthday in 2003, "Big Blue" was created from "leftolas" donated by kids across the country. The world's largest Crayola crayon is 15 feet long and 16 inches in diameter, the equivalent of 123,000 regular size crayons. The waxy wonder weighs nearly 1,500 lbs. and could color a straight line about 10 miles long.

### Crayola® Crayons & Lady Liberty

According to the Christian Science Monitor, parents buy enough crayons in a year to make a giant crayon 35 feet wide and 100 feet taller than the Statue of Liberty!

### What's in a Name?

Most Crayola color names are taken from the U.S. Commerce Department's National Bureau of Standards book called "Color: Universal Language and Dictionary of Names." Many Crayon names are also borrowed from traditional artists' paints, some are named by employees, and a few kids and kids at heart have earned the distinction of naming a Crayola crayon!

### Melt Down

Crayola crayons are made from paraffin wax and colored pigments.

### Color, Color Everywhere

Crayola products are sold in more than 80 countries. They are packaged in 12 languages: English, French, Dutch, German, Italian, Spanish, Portuguese, Danish, Finnish, Japanese, Swedish and Norwegian.

### True Blue

The Crayola Color Census 2000 revealed that Americans are true blue when it comes to crayons. Out of 120 different colors, blue ranked #1. Six shades of blue, including cerulean, midnight blue, periwinkle, aquamarine, denim and cornflower made the Top 10. Least favorite? Tan, tumbleweed and yellow green.

## Then & Now

The big kids at Crayola listen to what kids want and then wow them with new and unexpected ways to be creative. These aren't your father's crayons — or markers for that matter!

Crayons in 1903 — 8 Crayola colors  
Crayons in 2008 — Crayola Twistables™, Erasables, Washable, Multicultural, True to Life, TaDoodles

Markers in 1978 — 8 Crayola colors  
Markers in 2008 — Color Changeables™, Window Markers, Flip Top, Pip-Squeaks, Twistables, TaDoodles

## Colorful People

Cousins Edwin Binney and C. Harold Smith began the partnership of Binney & Smith in 1885 to sell carbon black and other pigments used in various industries. In 1903, they introduced Crayola crayons to school children across America.

### What Crayola colors make celebrities wax nostalgic?

- **Mr. Rogers**, a fan of lemon yellow, helped mold the 100 billionth Crayola crayon.
- Wild strawberry fits golf master **Tiger Woods** to a tee.
- **Courtney Cox Arquette** is a friend to red.
- President **George W. Bush** elected blue bell as his favorite.
- **Britney Spears** prefers robin's egg blue.
- **Billy Crystal** thinks burnt sienna is "mahvelous"!
- Yeah Baby! **Mike Meyers** is a fan of blue.
- Pink pig gets **Mario Andretti's** engine started.
- **Whoopi Goldberg** thinks magenta is magnificent!
- **Katie Couric** is a softy for cerulean.
- Midnight blue is a must-have for **Matt Lauer**.
- Weatherman **Al Roker** goes crazy for Caribbean green.
- News anchor **Ann Curry** is partial to yellow green.

Renowned American Gothic artist **Grant Wood** entered a Crayola coloring contest in the early 1900s and won. Wood later commented that winning the contest gave him the encouragement he needed to pursue a career in art.

**Darlene Martin**, a grandmother from Port Orchid, Wash., won the 100 billionth Crayola crayon through a contest and sold it back to Crayola for a \$100,000 bond. The 100 billionth crayon now resides in the Crayola Hall of Fame in downtown Easton, Pa.

Two individuals have "borrowed" the name Crayola: **Crayola Walker**, Bellow Falls, Vt., and **Crayola Collins**, Pulaski County, Va.

**Douglas Mehrens** uses more crayons annually than anyone else does in the world. The Phoenix-based artist goes through about 24,000 a year, many of them melted, to complete his contemporary abstract works.

The private crayon collection of **Dr. William Mahaffey** of Sandusky, Ohio, is perhaps the largest on record. The retired Navy doctor's collection boasts a spectrum of more than 725 colors—all catalogued by color and manufacturer, and all sporting perfect wax points never put to paper!

In 1990, after 37 years of service, the most senior Crayola crayon maker, **Emerson Moser**, retired after molding a record 1.4 billion crayons. It was not until his retirement that he revealed a very well-kept secret—he was actually colorblind.

