



## MEDIA CONTACTS

Erika Merklinger  
Crayola  
eamerklinger@crayola.com  
(610) 253-6272 ext. 4625

Alison Deasy  
Golin for Crayola  
[adeasy@golin.com](mailto:adeasy@golin.com)  
(212) 373-6022

## Crayola Silly Scents Twistables Colored Pencils Fact Sheet



Crayola Silly Scents Twistables Colored Pencils are an essential creative tool for school projects and detailed artwork. Each pack contains a range of brilliantly colored, scented colored pencils with twist-up barrels that eliminate the need to sharpen tips or peel labels, making them easily portable.

- **CONTENTS**

- 12 Count Twistables Colored Pencils includes Cherry, Fruit Punch, Orange, Lemon, Green Apple, Ocean, Blueberry, Grape, Cotton Candy, Licorice, Coconut and Root Beer

- **BENEFITS**

- **Strength and Protection:** Plastic barrels encase durable color cores, providing extra strength
- **No Need to Sharpen:** Twist up barrels eliminate the need to sharpen tips or peel labels; simply twist to advance the crayon
- **Scented, Vibrant Color:** The rich, vibrant color options are matched by the range of fun and exotic scents, adding a new dimension to kids' artwork

- **TARGET AUDIENCE**

- Recommended for ages five and up

- **WHERE TO BUY**

- Suggested Retail Price: \$4.99
- Available at [Crayola.com](http://Crayola.com) and retailers nationwide

### ABOUT CRAYOLA

Crayola LLC, based in Easton, Pa. and a subsidiary of Hallmark Cards, Incorporated, is the worldwide leader in children's creative expression products. Known for the iconic Crayola Crayon first introduced in 1903, the Crayola brand has grown into a portfolio of innovative art tools, crafting activities and creativity toys that offer children innovative new ways to use color to create everything imaginable. Consumers can find the wide array of Crayola products in the "Crayola Aisle" at all major retailers. For more information visit [www.crayola.com](http://www.crayola.com) or join the community at [www.facebook.com/crayola](http://www.facebook.com/crayola).