



MEDIA CONTACT

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Crayola Take Note! Erasable Highlighters



Crayola Take Note! Erasable Highlighter features six vibrant colors, allowing tweens and teens to highlight and underline with bold colors and magically erase as needed. The Crayola Take Note! Erasable highlighters have bright colors on one end and clear ink tips on the opposite end for quick and easy erasing. No more worrying about highlighting the wrong word or over-highlighting a page!

BENEFITS

- **Aids in Memory Retention and Organization:** Using color for notetaking is proven to aid in memory retention, and can be helpful for organizing tasks and notes
- **Vibrant Colors Make a Bold Statement:** Take Note! Erasable Highlighters' vibrant colors will make a bold statement on homework and projects alike
- **Easy Erasing:** Dual-ended with 'magic' clear ink that instantly erases color
- **Chisel Tips:** Chisel tip design allows you to create thick or thin lines (2-in-1)

TARGET AUDIENCE

- Core: tweens and teens who use color for organization and personalization
- Secondary: adults 18+ who use color for daily routines and thoughts

WHERE TO BUY

- Price: \$5.99
- Available at Crayola.com and retailers nationwide