

# Colors of the World Line



## Colors of the World Line expands with NEW! Large Crayons and Project Paint!

### Product Description

- **NEW! Ultra-Clean Washable Large Crayons (24 count):** This new addition expands the Colors of the World line, making it even more accessible for all to express themselves and the world around them.
- **NEW! Washable Project Paint 2oz (10 count):** Now the global skins of inclusion have been added to a new medium with the washable paint parents and teachers know and love.
- **Fine Line Washable Skin Tone Markers (24 count):** Children can make coloring pages and drawings even more detailed and realistic with colored markers that represent over 40 global skin tones. Great for school supplies or classroom supplies, or to have at home for everyday creativity!
- **Premium Project Paper (48 count):** Kids can inclusively and accurately craft the world around them with paper that represents over 40 global skin tones with the Premium Project paper. Each pack includes 48 pages of specially formulated colors (2 pages of each color) and an index sheet to help easily identify which color sheet to use.
- **Crayons (24 count):** The 24 formulated colors reflect more than 40 global skin tone shades and possess realistic skin tone names such as Light Golden, Deep Almond and Medium Deep Rose, to help kids more easily find the color that best represents them. Each crayon is wrapped in a gradient skin tone label, with the color name in English, Spanish and French.
- **Broadline Markers (24 count):** Colors of the World Markers include 24 specially formulated colors that are a part of the COTW program, allowing children to accurately color themselves and the world around them with markers that represent over 40 global skin tones.
- **Colored Pencils (24 count):** With Colors of the World Colored Pencils, children can make coloring pages and drawings. The subtle shades inside are formulated to better represent the growing diversity worldwide.

### Target Audience

- Children aged 3 and older

### Where to Buy

- 24ct Ultra Clean Washable Large Crayons: SRP: \$ 6.99
- 10ct Washable Project Paint 2oz SRP: \$6.99
- Construction Paper (48 count) SRP: \$6.99
- Fine Line Markers (24 count) SRP: \$6.99
- Crayons (24 count) SRP: \$2.49
- Broadline Markers (24 count) SRP: \$6.99
- Colored Pencils (24 count) SRP: \$4.99
- Available at retailers nationwide

### MEDIA CONTACT

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

Nneka Van Gronigen  
Golin for Crayola  
[nvangronigen@golin.com](mailto:nvangronigen@golin.com)  
(212) 373-6248