



MEDIA CONTACT

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

Jaclyn Giuliano
Golin for Crayola
jgiuliano@golin.com
(212) 373-6070

Crayola Color Chemistry Arctic Lab



The Crayola Color Chemistry Arctic Lab contains everything young scientists need to explore color like never before – this year with an arctic twist! The set is equipped with STEAM-infused, playful experiments exploring color, texture and temperature. The Color Chemistry Arctic Lab includes an easy-to-read instruction booklet that’s packed with 50 colorful arctic-themed science activities to try out at home and enough Crayola materials and supplies to do 15 experiments right out of the box. All experiments were created with the help of real Crayola scientists, ensuring that they are all educational, creative and fun.

BENEFITS

- **STEAM-Inspired Experiments:** All of the activities and experiments in the kit were designed with the help of Crayola scientists to ensure that they are educational and creative
- **Open-Ended Fun:** The included activity book outlines 15 experiments that can be done right out of the box and 35 experiments that can be completed with common household items, encouraging kids to utilize the environment around them
- **Arctic-Inspired Learning:** Ideal for the holiday season, each experiment infuses color and winter themes, from snow that grows on trees, to color-changing window cling snowflakes

TARGET AUDIENCE

- Children aged seven years and older

WHERE TO BUY

- Price: \$24.99
- Available at Crayola.com and retailers nationwide in August 2019