## MEDIA CONTACT

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

Emma Maliszewski Golin for Crayola <u>emaliszewski@golin.com</u> (858) 829-4361





Bring the joy of YouTube sensation Baby Shark to life with a mess-free coloring experience! Parents will be delighted that the Color Wonder Markers appear only on specially formulated Color Wonder paper, making this the perfect mess-free creative activity for boys and girls.

The Color Wonder Foldalope holds everything in one place and features 18 Baby Shark themed coloring pages and 5 Color Wonder markers.

## BENEFITS

- Mess-Free Coloring: Color Wonder Markers only show up on specially formulated Color Wonder paper, not on skin, clothing or furniture
- **Built-in Storage:** Envelope-style packaging doubles as a unique storage solution, keeping makers and pages all in the same place and allowing coloring activities to be taken on the go or used at home
- Fan Favorite Characters: Coloring pages features beloved Baby Shark characters and undersea landscapes

## TARGET AUDIENCE

• Children aged 3 years and older

## HOW TO BUY

- Price: \$7.99
- Available at Crayola.com and retailers nationwide

