



**Celebrate
Creativity
with Your
Learning
Community**







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Crayola Creativity Week is a free education program that celebrates creative teaching and learning.

This week-long program can be used by individual classes or schoolwide to boost school spirit and the entire learning community's commitment to creativity. The program offers many resources that can be introduced throughout the year. Prepare for this celebratory event and learn more at [Crayola.com/CreativityWeek](https://www.crayola.com/CreativityWeek).

Implementing Crayola Creativity Week is easy. Check out the 4 Cs of Crayola Creativity Week to help guide your journey and put your *Imagination into Action*!


-  • Build a **CULTURE** where creativity radiates among students, teachers, and families.
-  • **COLLABORATION** builds a community of connected learners inside and outside of school.
-  • **CROSS-CURRICULAR** connections link creativity across all subjects and showcase real-world situations and role models who inspire students.
-  • **COMMUNICATION** demonstrates your school's commitment to creativity.

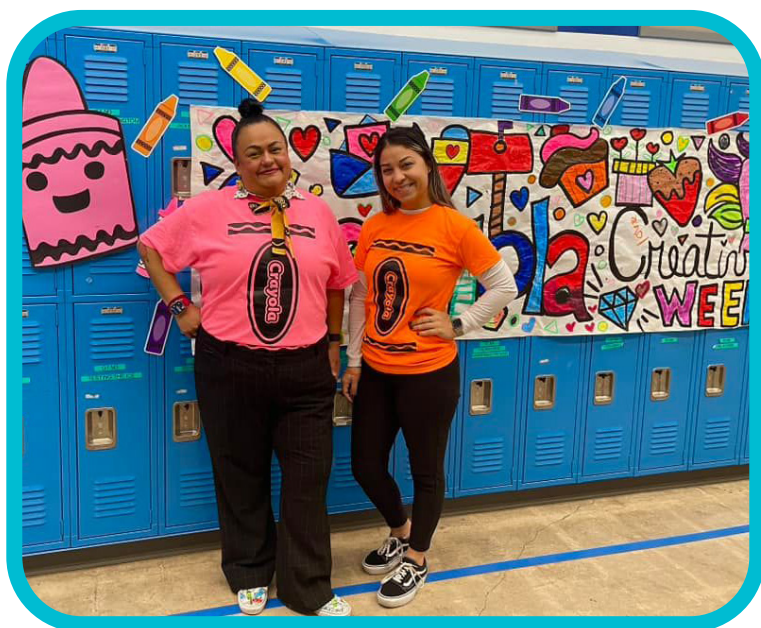
1 Build a **CULTURE** where creativity radiates among students, teachers, and families.


-  Explore your own creative style using the Crayola Self-Assessment Tool.
-  Celebrate Creativity! Gather to enjoy the virtual assembly as an individual classroom or schoolwide spirit celebration. If this or any of the other events don't fit your schedule, you can access them on demand until the end of February.
-  Boost School Spirit! Schedule a week's worth of colorful ways for creativity and school spirit to soar during Crayola Creativity Week. Some ideas might include Color Days, when everyone wears a specific color each day or each grade level has a special color for the week, *Imagination into Action* Days where the Creativity Week daily theme is a focus (Confidence, Exploration, Abstract Thinking, Bee-lieving in Your Future, etc.), Colorful Announcements, when fun color facts are shared schoolwide each day, Classroom Door Decorations, and Colorful Humor, when fun jokes are sent home each day to engage families. You know your learning community best; what colorful ways can you build school spirit during Crayola Creativity Week?





2 COLLABORATION builds a community of connected learners inside and outside of school.


 Engage in one of the Family Engagement event activities, such as *Creativity Matters*, during a staff meeting. Brainstorm ways you could share Creativity Week resources with families.



 Plan a special family event during Creativity Week (it could be a Saturday brunch, afterschool snack and learn event, or an evening potluck or pizza dinner). Access resources for this event including a planning guide and hands-on learning activities.


 Invite colleagues to use the Crayola Creativity Self-Assessment tool. Discuss the variety of Creative Style summaries as a group, perhaps during your Creative Champions meeting, a faculty meeting, or grade-level meetings. Discuss similarities and differences. How can colleagues support and balance each other's creative styles?


 Identify three or four colleagues who can help champion creativity in your school. Create a diverse representation that includes administrators; grade level representatives; library, music, and visual arts specialists, and parent volunteers to lean into each person's creative strengths and areas of expertise!


 Partner with local businesses and community organizations to explore services they can offer to support your school's creativity work; a food truck, grocery store food donation, or local dance group could add some community fun to your celebrations.




3 **CROSS-CURRICULAR** connections link creativity across all subjects and showcase real-world situations and role models who inspire students.

 Crayola Creativity Week demonstrates how creativity is an essential life skill in all professions. During the weeklong event students will hear from actors, authors, artists, astronauts, athletes, musicians, and other thought leaders who share real-world examples of how they leverage their creative superpowers.


 The resources fit busy teaching schedules. Free daily video activities and printable student Thinking Sheets are easy to use and ready to implement. The best part? Each activity takes less than 30 minutes!

 The daily Teacher Guide simplifies lesson planning by outlining the learning objectives, giving you background information and preparation tips, and providing you with everything you need to access the content so students can get creating!

 Find resources in the languages your learning community needs. All Creativity Week content is available in nine languages (English, Spanish, French, German, Italian, Korean, Chinese-Simplified, Chinese-Traditional, and Japanese).

 Looking for the curriculum connections? Creativity Week aligns to Literacy, Math, Science, Art, and Social-Emotional learning standards! Access the Crayola Creativity Week Education Standards documents to see how this program aligns with learning standards in the US and 15 other countries.




 Extend the creativity learning beyond Creativity Week—use the free learning resources provided by Crayola and our Creativity Week partners (found in the Content and Resources Tab) or follow Crayola Learning on social media for creativity fun all year long.

 Expand your school or classroom library by purchasing the seven books that will be featured during Crayola Creativity Week, so kids can read along with their favorite celebrity authors.





4 **COMMUNICATION** demonstrates your school's commitment to creativity!

-  Plan how Creativity Champions in your learning environment will keep colleagues and families in the know so they too can participate in the creative celebrations. Consider text messages, emails, or updates on the school's website. You can also print the Crayola Creativity Week Letter to Parents and send it home with students. You know your learning community best, so leverage communication tools that have worked for you, or try something new!
-  Add Crayola Creativity Week dates to the school and district calendar so colleagues and families can plan to participate.
-  ENJOY the *celebration of creativity* during this special week (or if it doesn't fit your schedule, use the resources at a different time. They'll be available on-demand until the end of February). Share student artwork and videos of your learning community engaged in Creativity Week on social media. Use #CrayolaCreativityWeek for an opportunity to win daily prizes for your learning community!