



To **Students' Families:**

We're excited to take part in Crayola Creativity Week this year! It's a free program for schools, libraries, and homes worldwide, with more than **13 million students** around the world participating. Creativity Week celebrates every child's creativity, and the joy that putting imagination into action can bring to teaching and learning.

**Here are some of the highlights:**

- Each day features celebrity creators with read-alouds and hands-on activities for our students to get them engaged in their learning through fun and creative experiences.
- This year, the lineup includes actors, dancers, musicians, authors, athletes, and even space experts from NASA!
- Everyone who participates is eligible to win prizes like art supplies, books, tech, and more for their school or home.
- Students' creative work can be shared by using this hashtag: [#CrayolaCreativityWeek](https://twitter.com/CrayolaCreativityWeek)
- On Friday, January 30<sup>th</sup> at 1 p.m. ET, there's a livestreamed virtual assembly connecting our students with students in classrooms around the world.

**Families Can Share in the Celebration!**

Our students will participate during the school day, and they can also participate at home, with videos and projects developed for both Saturday and Sunday, Jan. 31, and Feb. 1. The weekend content focuses on family fun, so we invite you to check it out at [Crayola.com/CreativityWeek](https://www.crayola.com/CreativityWeek). Families can also share children's projects and have an opportunity to win prizes!

We're so pleased to give our students the opportunity to use their creativity to ignite their interests and spark a love of learning...tapping their creative superpowers gives wings to their ideas!

Thank you for sharing our enthusiasm and excitement about all the amazing things we can create together.

**Educator Name**  
**Email**

**REPLACE IMAGE  
WITH YOUR  
SCHOOL LOGO**