



For Immediate Release

Erika Merklinger

Crayola

[eamerklinger@crayola.com](mailto:eamerklinger@crayola.com)

(610) 253-6272 ext. 4625

Alexandria Denti

Golin for Crayola

[adenti@golin.com](mailto:adenti@golin.com)

(212) 373-6042

**DRAFT: The Vote Is In: Crayola’s New Blue Crayon Finally Has a Name – “Bluetiful”!**

***Crayola Celebrates New Blue Crayon Color Name in a BIG Way with  
GUINNESS WORLD RECORDS™ Title for Largest Crayon***

**EASTON, PA (September 14, 2017)** – Today, after two months of fan deliberation, Crayola announced “Bluetiful” as the name of its new blue crayon with an astounding 40 percent of consumer votes. Bluetiful will be the nineteenth active blue color, replacing the previously retired Dandelion in the iconic 24-count box and across the entire Crayola portfolio.

The announcement was celebrated at a blue themed event in New York City’s Meatpacking District. To launch the new name in a gigantic way, Crayola created and unveiled the world’s largest crayon – in the new Bluetiful color – which measures 15.6 feet in length and weighs 1,352 pounds. Joining the event was Hannah Ortman, a GUINNESS WORLD RECORDS adjudicator, who verified the record attempt and presented Crayola with the GUINNESS WORLD RECORDS title for the *Largest crayon*, making the brand a first-time title holder!

To add to the excitement of today’s announcement, Crayola is also delighted to announce that the new Bluetiful color crayon will be available for purchase at retailers nationwide beginning late January 2018. However, fans can pick up the new Bluetiful crayon and coloring books exclusively at Walmart, including Walmart.com and Jet.com beginning early November, just in time for the holiday.

“Today is a very exciting day for Crayola as we commemorated two big milestones. First, we unveiled that Bluetiful won the hearts of North America and will be the name of Crayola’s new YInMn-inspired crayon color. And second, we became a GUINNESS WORLD RECORDS title holder for the first time in our 114-year history,” said Smith Holland, President and CEO of Crayola. “We couldn’t have imagined a more special way to conclude our color campaign and champion color and creativity than with this new crayon color and name.”

Also joining the event was Leon “Kida” Burns, globally recognized dancer, choreographer and winner of FOX’s *So You Think You Can Dance: Next Generation* in 2016. Kida and a team of dancers complemented the event with upbeat and creative performances celebrating the final five and the winning Bluetiful color names.

“Four months ago, we invited North America to be a part of Crayola history and help us name our new blue crayon color, and today, that became a reality,” said Melanie Boulden, Senior Vice President of U.S.

and Global Marketing at Crayola. “Thanks to our fans’ passion and creativity, our new blue has an awesome new name. The name Bluetiful exudes creativity and originality. We couldn’t be more excited to welcome new Bluetiful to the Crayola color family.”

#### **About Crayola**

Crayola LLC, based in Easton, Pa. and a subsidiary of Hallmark Cards, Incorporated, is the worldwide leader in children's creative expression products. Known for the iconic Crayola Crayon first introduced in 1903, the Crayola brand has grown into a portfolio of innovative art tools, crafting activities and creativity toys that offer children innovative new ways to use color to create everything imaginable. Consumers can find the wide array of Crayola products in the "Crayola Aisle" at all major retailers. For more information visit [www.crayola.com](http://www.crayola.com) or join the community at [www.facebook.com/crayola](https://www.facebook.com/crayola).

#### **About GUINNESS WORLD RECORDS**

GUINNESS WORLD RECORDS (GWR) is the global authority on record-breaking achievement. First published in 1955, the iconic annual *Guinness World Records* books have sold over 138 million copies in over 20 languages and in more than 100 countries. Additionally, the *Guinness World Records: Gamer’s Edition*, first published in 2007, has sold more than 5 million copies to date.

Guinness World Records’ worldwide television programmes reach over 750 million viewers annually and more than one million people subscribe to the GWR YouTube channel, which enjoys more than 300 million views per year. The GWR website receives 21 million visitors annually, and we have over 12 million fans on Facebook.

The Guinness World Records commercial sales division provides bespoke consultancy services for some of the world’s top brands and agencies to help place record breaking at the heart of their marketing campaigns, employee-engagement programmes, and live and experiential events.

#### **About Leon “Kida” Burns**

Leon "Kida" Burns has established himself as a respected dancer and choreographer among the dance community and all over the world. He is best known for winning the title of "America's Favorite Dancer" on Fox's *So You Think You Can Dance: Next Generation*. Since winning in 2016, Kida has been working on a variety of projects and has recently been nominated for TCA's "Choice Dancer". He has performed with artists such as Will Smith, Chris Brown, Usher, and Charli XCX as well as danced on award shows such as MTV Movie Awards, Radio Disney Music Awards, BET Awards and Teen Choice Awards.

###