



For Immediate Release

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CRAYOLA® INTRODUCES SILLY SCENTS™ BRINGING PLAYFUL SMELLS

AND FUN COLORS TO BACK TO SCHOOL

Ranging from sweet to stinky, these new scented art tools are so ridiculously smelly,

kids won't believe their noses

EASTON, PA (July 24, 2017) – Crayola, the brand that has not missed the first day of school in over 100 years, is rolling out a new line of scented art tools that will bring added silly fun, creativity and dimension to kids' school projects and artwork.

Combining nose tingling scents in a cool, colorful line of crayons, markers and colored pencils, Crayola Silly Scents art tools come ready to scribble and sniff. All products within the line feature vibrant and bold colors that are non-toxic and come in a whimsical pack adorned with Silly Scents characters.

"As a company all about color and innovation, we're excited to introduce Silly Scents, our newest line of scented art tools that will be sure to surprise and delight kids and kids at heart," said Kim Rompilla, Director, Platform Marketing at Crayola. "Featuring fun quirky scents like Root Beer, Pop Corn and Cotton Candy, each aromatic crayon, marker, or colored pencil immediately turns any coloring project into a scented experience, bringing creativity to new heights."

Highlights from the Silly Scents line-up includes:

- **Crayola Silly Scents Markers:** Available in fine and broad line with a variety up to 28 scents, Crayola Silly Scents Markers are washable and feature vibrant colors and sweet-smelling scents ranging from Strawberry, Cotton Candy and Root Beer. Recommended for children ages five and up for a suggested retail price of \$4.99 – \$7.99.
- **Crayola Silly Scents Twistables™ Colored Pencils:** Featuring 12 unique scented colored pencils, Crayola Silly Scents Twistable Colored Pencils feature bright colors which are ideal for school projects and detailed art work. Twistable barrels provide durability and strength and sweet scents like Green Apple, Cherry and Grape to delight the senses. Recommended for children ages five and up for a suggested retail price of \$4.99.

- **Crayola Silly Scents Twistables Crayons:** Available in 12 and 24 count, Crayola Silly Scents Twistable Crayons including Fruit Punch, Licorice and Coconut contain a range of brilliantly colored, scented tools with a twist-up barrel that eliminates the need to sharpen tips or peel labels, fostering continuous creativity. Recommended for children ages five and up for a suggested retail price of \$4.99 – \$7.99.

Right in time for holiday gifting and in the fun spirit that not all scents are sweet-smelling, Crayola will offer **Silly Scents Marker & Activity Kits**. These kits embrace a combination of sweet, surprising and stinky scents that will have kids coloring and laughing. To go along with the sweet and stinky scented markers, each Kit includes character cards and a themed coloring book. Available in two fun themes – Gone Campin’ and Goin’ to the Beach – each kit contains eight sweet-smelling scents like Green Apple and Banana, and eight shockingly stinky smells, ranging from Old Shoe and Garlic! Recommended for children ages four and up for a suggested retail price of \$9.99.

Additionally, Crayola will continue building on its Silly Scents line to give kids the chance to create their own scented markers. With the **Crayola Silly Scents Marker Maker**, kids can experiment with Crayola colors and three delicious scents – Cherry, Blueberry, and Pineapple – to make 16 custom colored scented Markers. Using the included blank stickers, kids can also create their own scratch and sniff sticker labels to decorate the marker barrels, folders, school projects and more. The set contains everything kids need to make 16 custom scented markers, two storage boxes and a color scent-mixing guide. Recommended for children ages six and up for a suggested retail price of \$19.99.

Crayola’s Silly Scents line is available at Crayola.com and retailers nationwide. Silly Scents products will be supported with a kid-centered TV spot this summer beginning July 24 and again in early November.

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 or join the community at www.facebook.com/crayola.

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