



MEDIA CONTACTS

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

Alison Deasy
Golin for Crayola
adeasy@golin.com
(212) 373-6042

Crayola Color & Erase Mat



The Crayola Color & Erase Mat is a less-mess solution for bright, colorful play. Simply open up the large reusable mat for your little artist and let their creativity run wild. ColorPop™ Markers create bold colors that are easily wiped away with the included water eraser tool. When done, simply wipe away the colors and roll up the mat for easy storage and portability.

CONTENTS

- 1 Color & Erase Mat
- 4 ColorPop Markers
- 1 Water Eraser Tool
- 1 Wipe Cloth

BENEFITS

- Easy to do out of the box
- Large drawing surface allows for open ended creativity
- Reusable surface allows kids to create over and over
- Rolls up for easy storage
- Markers wash off with water

TARGET AUDIENCE

- Recommended for ages 3+

WHERE TO BUY

- Price: \$19.99
- Currently available at retail

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.