



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

Alex Denti
Golin for Crayola
adenti@golin.com
(212) 373-6022



INTRODUCTION OF CRAYOLA ART WITH EDGE

In September, Crayola will introduce Art With Edge, the brand's first-ever line of coloring books geared toward older kids ages six and up. With key licensing partnerships featuring popular characters, new content that lends itself to diverse interests and more intricate designs, Crayola Art With Edge is the perfect next step for budding artists.

ART WITH EDGE LINE

Crayola Art With Edge includes seven diverse coloring books inspired by pop culture and two distinct studio kits

- **Bound Books**
Each book includes 40 unique 8" x 10" pages that are perforated for framing
 - **"Say What"?!**
 - **Ridiculousness**
 - **Street Art (Graffiti)**
 - **Sugar Skulls**
 - **Zombie Daze**
- **Collections**
Each collection includes 30 unique 8" x 10" pages featuring popular Batman and Justice League characters
 - **Batman**
 - **Justice League**
- **Studio Kits**
Each kit comes with 20 high-quality 8" x 10" loose pages and fine line markers in hand-picked colors to complement content
 - **Geoscape Perspective Studio Kit**
 - **Naturescape Perspective Studio Kit**

BENEFITS

- **Continued Creativity:** Creativity shouldn't stop as kids grow up; Art With Edge fuels imagination by featuring characters and themes that resonate with an older audience and encourages continued creativity through every stage
- **Relaxation:** Coloring is not complicated and the process is relaxing
- **Health:** Coloring is therapeutic and provides an opportunity to unplug; it also helps develop cognitive skills

TARGET AUDIENCE

- Unique collection of coloring pages available for all ages

WHERE TO BUY

- Suggested Retail Price:

- Art With Edge Bound Books and Collections: \$6.99
- Art With Edge Studio Kits: \$14.99
- Available September 2016 at Crayola.com and retailers nationwide

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.

###