



For Immediate Release

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**CRAYOLA LAUNCHES IMAGINABLES, ALLOWING KIDS
TO BRING THEIR ARTWORK TO LIFE THROUGH CUSTOMIZED PLUSH TOYS**

Crayola Imaginables Celebrates Kids' Creativity with Endless Options for Personalization

EASTON, PA (May 20, 2016) – This week, [Crayola](http://Crayola.com), the iconic brand that has been inspiring children's creativity for more than a century, launched [Imaginables](http://Imaginables.crayola.com), a new offering which allows children to turn their artwork into a real stuffed animal, providing endless options that capture a child's imagination. As the latest evolution in the brand's My Way portfolio, which focuses on customization, Imaginables takes Crayola even deeper into the personalization space by giving children the opportunity to create designs which reflect their individual style.

"At Crayola, we are always looking for new ways to spark children's unique creativity and bring their imaginations to life," said Chuck Linden, Executive Vice President, Global Business Development and Digital Strategy. "We are thrilled to capture what is in the mind of a child and create personalized outcomes as plush toys that can be forever cherished."

Fans can turn their artwork into a real stuffed animal in three simple steps:

1. Take a photo of your artwork
2. Upload, email, or text your picture by following the easy navigation steps on <http://imaginables.crayola.com>
3. Receive your beautiful custom Imaginable in about four weeks

Behind the scenes, each piece of artwork is reviewed and hand crafted by a team of designers and seamstresses who use high-quality, super-soft plush fabrics – available in over 30 Crayola colors – to bring children's art to life.

Imaginables is the perfect way to celebrate a child's artwork any time of the year, and is a unique gift option for birthdays, preschool or kindergarten graduations, and more. Imaginables can be purchased exclusively on Crayola.com for \$99.00, and Crayola is offering a special introductory price of \$89.00 until June 15, 2016.

Crayola Imaginables is the latest innovation in the brand's [My Way](http://MyWay.crayola.com) collection, which celebrates personalization. Crayola My Way allows children to customize their own box of Crayola Crayons in an easy, highly interactive and fun process. After choosing from one of 50 themes (Birthday, Firsts, My Art, and more), kids can make the Crayola Crayon box their own by uploading a personal photo or piece of artwork to the front of the box, adding a favorite nickname, and picking their favorite Crayola Crayon colors. Crayola My Way is available in an 8-count box, 64-count box and Custom Art Case and can be

purchased on Crayola.com for a starting price of \$5.99. Prices will vary depending on levels of personalization.

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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