



Colorbration!

“Color a Miracle”

Anniversary Party



It wouldn't be a proper anniversary celebration without a party! Read about the festivities here

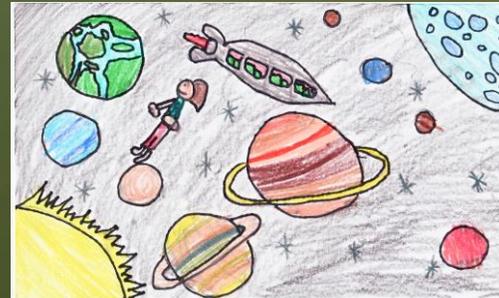


Welcome to Colorbration! Created for our 115th anniversary, it contains everything you might want or need to know about the ways we're marking this milestone anniversary. Get the all the facts (and all the fun!) with articles, interviews, videos, games, and more!



Through the “Color a Miracle” campaign, we made kids' lives a little brighter. Get the full story here

“Crayolaversary” Contest



We're so proud of our contests winners! See their drawings & more here

Play Lounges



Children's Miracle Network brings fun to hospitalized kids through its play lounge program. More information here!

It's (Anniversary) Party Time!



Clarence Johns, a musical theater major at Carnegie Mellon, volunteered his time to play Crayola mascot Tip the Crayon at the party.

We held our anniversary party commemorating 115 years of Crayola crayons on Nov. 1, 2015, at The Crayola Experience in Easton, Pa. The event began at 9 a.m. and ended at 5 p.m. Many children and their families came to celebrate with us!

- ▶ Highlights: Winners of “Crayolaversary “ contest announced, speech by U.S. President Barack Obama, free admission to Crayola Experience, four exclusive anniversary crayons released in gift bags.
- ▶ More information: www.Crayola.com/thescribbler/vol20/issue11



Kids enjoy free admission to Crayola Experience attractions.



Guests took home these palette lollipops as party favors.



“Crayolaversary” Contest Winners!



We had over 14 thousand children enter our anniversary contest by submitting an original drawing colored w/ at least 25 different Crayola crayon colors...but only three won the grand prize.

- ▶ A free two-day, two-night stay at the Grand Estonian hotel in Easton, Pa.
- ▶ Free passes for them and their families to the Crayola Experience
- ▶ Their drawings on permanent display in the Easton Crayola Experience's lobby.

3-6 years: Christie Miller



- Age: 4
- From: Hearst, Texas
- Drawing: Martian Colony

Christie says: “The Crayola party was the ‘funnest’ ever!”

7-9 years: Katie Jones



- Age: 9
- From: Berwick, Maine
- Drawing: Classroom

Katie says: “I hope all the people who come to the Crayola Experience like my drawing!”

10-12 yrs: Stephen Smith



- Age: 12
- From: Littleton, Colo.
- Drawing: Twin Towers

Stephen says: “It was super-cool to win this contest! Thanks, Crayola!”

Winner Bios (Full)



“Color a Miracle”

This anniversary year, we started a partnership with Children’s Miracle Network through the “Color a Miracle” product line as a way to give back to our community of consumers.

- ▶ Started out with original “Color a Miracle” crayon box.
- ▶ 24 crayons – 20 classic favorites + the Anniversary Four (Firefly, Galaxy Sparkle, Terra Firma, & Pearl of Great Price).
- ▶ \$2.99 at major toy retailers, Crayola Experience, and online.
- ▶ 50 percent of the profit goes back to CMN.

The “Color a Miracle” campaign raised \$3.5 million in its first year, enabling CMN to begin building play lounges in member hospitals nationwide. We discontinued the Anniversary Four after Oct. 31, 2016, replacing them with four new exclusive colors: Miracle Balloon (golden yellow), Champion (black with gold flecks), Feel Better Blue (swirly blue), and Clean Bill of Health (crisp white).

The “Color a Miracle” line also includes themed markers, paint sets, and Model Magic.

For more information on “Color a Miracle,” visit www.CMN.org/coloramiracle or www.Crayola.com/coloramiracle.



Carter DuVernay, who spends a lot of time at Children’s Hospital of Philadelphia (CHOP) because of his hemophilia, gives our partnership a thumbs-up. Thanks to the “Color a Miracle” campaign, CHOP and five other hospitals will receive play lounges this year.

Play Lounges



If you had some extra money, what would you do?

If you're CMN, you take \$50,000 from the excess funds raised by "Color a Miracle" and give one random member hospital a play lounge. West Virginia University won the first play lounge through a randomized lottery.

Since the "Color a Miracle" campaign will continue indefinitely, CMN plans to build play lounges in five member hospitals annually until all its member hospitals have a play lounge. Each fully furnished play lounge has:

- ▶ Wireless entertainment system
- ▶ Alcoves for privacy
- ▶ Kitchenette
- ▶ Crayola products and other fun toys!

Vote for your local CMN member hospital to receive a play lounge in 2016:
www.cmn.org/playlounges/contest



"I'm overjoyed to hear CMN chose my hospital for the first play lounge!" – Maria Velasquez, R.N., West Virginia University Children's Hospital.



"We're so excited for our member hospital, Boston Children's Hospital, to get a play lounge," Deborah Jefferson says. "Since the doctors discovered Kesia's brain tumor, we spend a lot of time at BCH. This play lounge will be great for our family and others."