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MEDIA ADVISORY

CRAYOLA COMMEMORATES 115TH ANNIVERSARY OF FIRST BOX OF CRAYONS WITH CELEBRATORY PARTY

115 years ago, Crayola manufactured its first crayons. The company will hold a party as the kickoff event for the company's yearlong anniversary celebration. Scheduled events include the official announcement of the three "Crayolaversary" contest winners and speeches by Crayola CEO Smith Holland and President Barack Obama. All attendees receive a slice of the "Big Blue" birthday cake and party favor bags including four exclusive anniversary crayons: firefly, galaxy sparkle, terra firma, and pearl of great price.

WHAT: A party honoring the 115th anniversary of the first box of Crayola crayons ever produced.

WHO:

- Crayola leadership
- Crayola employees
- Crayola consumers
- Community members
- Media professionals
- President Barack Obama

WHEN: Saturday, Nov. 1, 9 a.m. to 5 p.m.

Interview and Photo Opportunities:

- President Barack Obama, Crayola Officers (Smith Holland, Michelle Powers, Peter S. Ruggerio, Chuck Linden, Kip Olmstead, and Rick Stringer), "Crayolaversary" contest winners.
- 1- 4 p.m.

WHERE: Crayola Experience
30 Centre Square
Easton, PA 18042

WHY: For 115 years, Crayola crayons have guided generations of children to go beyond the outer limits of their imagination. *That's* a birthday worth celebrating!

Special Instructions: Press can park in the Crayola Experience employee parking spaces on the day of the event only. Parent signatures needed on all photo releases for minors.

