

THE SCRIBBLER

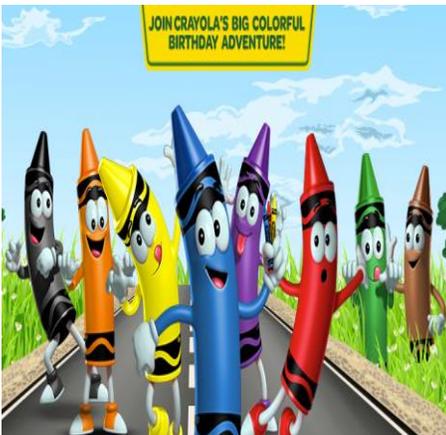
Volume 20 \ Issue 11

CEO'S CORNER



My transition from CFO to CEO made anniversary preparations doubly chaotic. However, when the day of the event came, and I got to see employees, consumers, and their families interact, joined by their connection to the Crayola crayon, it made all the craziness worthwhile. Here's to another 115 years of color, the Crayola way!

Smith Holland



An advertisement for the anniversary celebration.

That said, it was really fun interacting with the kids, even if some of them were a little scared of me," Johns said.

THE CRAYOLA ANNIVERSARY PARTY: CELEBRATING 115 YEARS OF THE CRAYON WITH AN "OUT OF THE BOX" EVENT

Over his years of participation in school and community theater productions, Clarence Johns has played a wide range of characters, from the titular protagonist in *Sweeney Todd* to *The Baker* in another Stephen Sondheim musical, *Into the Woods*. Before Saturday, Nov. 1, however, he never had to play a crayon before.

Johns dressed up as Crayola Experience mascot Tip the Crayon for the anniversary celebration in honor of the crayon's 115th birthday. Overall, he had mixed feelings about the experience.

"I pity people whose jobs require them to wear a full-body costume all the time – like Disney theme park characters. It's more physically exhausting than you would think. I can't imagine what it's like in the

The event started at 9 a.m. An hour later, Crayola's Executive Vice President of Human Resources and Administration, Michelle Powers, announced the winners of the "Crayolaversary" contest. Participants colored an original picture with at least 25 different Crayola crayon colors and submitted it to contest judges, who chose the three winners at random out of 14, 357 entries. The winners in each age group category (Christie Miller, 4, Katie Jones, 9, and Stephen Smith, 12) received a free two-day, two-night stay at the Grand Estonian hotel in Easton, Pa., and free passes for them and their families to the Crayola Experience location there. The Crayola Experience will permanently display their drawings in the lobby.

Contest winner Christie Miller enjoyed her time at the Crayola Experience.

"The Crayola anniversary party was the funnest ever. I'm so glad I won," Miller said.

The Texan preschooler drew a Martian space colony for her winning entry.

"When I get big, I want to go to outer space and build a place for people to go and visit. If the Earth gets too hard

Guests received these special-edition crayon-shaped marshmallow lollipops in their gift bags



Contact Us

Crayola

1100 Church Lane

Easton, PA 18044-0431

(610) 253-6271

customerservice@crayola.com

www.crayola.com

to live on, we can go to my space place and live there,” Christie said

After the winner announcements, CEO Smith Holland spoke briefly on company history and the crayon’s evolution over its lifetime.

“The crayon persists through cultural changes, remaining unshakeable even in today’s digital age. Today, we celebrate the crayon and the way it shades in generations of childhood memories with a rosy, nostalgic, hue,” Holland said.

President Barack Obama followed Holland’s speech with a few words about Crayola’s overall impact on the landscape of childhood.

“For the past 115 years, Crayola has fostered the imaginative spirit of millions of children around the world. We celebrate 115 years of individual expression and creativity made possible by this dedicated company. Happy birthday to Crayola and many, many more,” Obama said.

For the remainder of the day, guests enjoyed the Crayola Experience attractions at no cost.

“I liked getting to name and wrap my own crayon. It was light purple and I named it ‘Unicorn Sparkle,’ ” Katie Jones, the “Crayolaversary” winner for the 7- to 9 - year-old group, said.

At the conclusion of the event, guests sampled a birthday cake baked by the staff at Syllabub Bakery in nearby Bethlehem and shaped like Big Blue, the world’s largest crayon,. Attendees also received a gift bag containing exclusive crayon-themed candies and Crayola merchandise, including an eight-pack of crayons in the original

colors with four new colors created specifically for the anniversary: galaxy sparkle, firefly, terra firma, and pearl of great price. These colors will soon be available in stores.

“We wanted colors which personified the ingenuity and verve that we see in children’s artwork,” Crayola’s head crayon designer Elisabeth Greene, said.

Although most usually think of crayons as a children’s’ product, Crayola’s design team intended to make colors all ages could enjoy.

“The new colors are awesome, and the party was, too. If Crayola wanted me to be Tip again for another celebration like this one, I would definitely do it,” Johns said.

CRAYOLA

1100 Church Lane

Easton, PA 18044-0431

Jennie Shields

118 Cooney St.

Charlotte, NC 28208

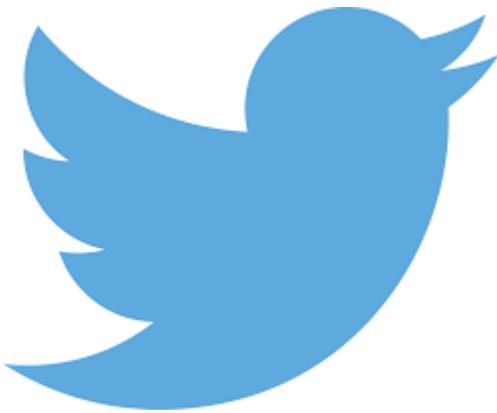


Crayola

Check out our newest issue of
“The Scribbler” to read about

our 115th anniversary celebration!

<http://www.crayola.com/pressroom/scribbler/vol20/issue11>



Crayola @crayola

New issue of “The Scribbler” re: Crayola
anniversary event:

<http://www.crayola.com/pressroom/scribbler/vol20/issue11>