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**NEWS RELEASE**

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**CRAYOLA CELEBRATES 115TH ANNIVERSARY OF FIRST BOX OF CRAYONS**

(EASTON, Pa.) On Saturday, Nov. 1, Crayola will host an anniversary party in honor of the first box of crayons, which turns 115 years old this year. The festivities will take place from 9 a.m. to 5 p.m. at the Easton, Pa., Crayola Experience location. Special events include speeches from President Barack Obama and other special guests, as well as the official release of the “Crayolaversary” contest winners.

At 10 a.m., Michelle Powers, Crayola’s executive vice president of human resources and administration, will reveal the winners in each age group category of the “Crayolaversary” contest. Open to kids ages 3 to 12, the “Crayolaversary” contest required entrants to submit a picture colored with at least 25 different Crayola crayon colors.

“We received many colorful, creative contest entries, and can’t wait to reveal the winners to the public,” Rick Stringer, Crayola’s vice president of U.S. sales, said.

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Crayola's president and CEO, Smith Holland, and current U.S. President Barack Obama will give speeches after Powers announces the "Crayolaversary" winners.

"I look forward to celebrating the 115th anniversary of the Crayola crayon, a timeless American creation which embodies our country's innovative spirit and impacts the lives of children worldwide on a daily basis," Obama said.

At the conclusion of the ceremony, each partygoer receives a gift bag filled with crayon-themed party favors, including a classic eight-box of crayons containing four limited-edition anniversary colors. Attendees can also sample the birthday cake shaped like Big Blue, the world's largest crayon.

For more information, please contact Megan Hess at (717)-755-6530 or email at [mhess@crayola.com](mailto:mhess@crayola.com).

Founded in 1885, Binney and Smith, Inc. created the first Crayola crayons in 1903 in response to a need for inexpensive art supplies in American schools. Today, it manufactures everything from Model Magic to washable markers at the company's plants in Pennsylvania and Mexico. Crayola products have a 99 percent brand recognition in the United States and help children in every corner of the world experience the exhilarating freedoms of creativity and color.

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