



1100 Church Lane, Easton, PA • 18044 - 0431 • (610) 253-6271 •

Dear Ms. Shaw,

Crayola created a legend 115 years ago: the first box of Crayola crayons. We chose to commemorate this historic event with an anniversary party held at our Easton location of the Crayola Experience franchise.

Since our companies both intend to strengthen the bond between parent/guardian and child, a preview of Crayola's anniversary party would make a perfect feature story opportunity for an upcoming issue of Family Fun.

The Crayola 115th Anniversary party will be held Nov. 1 from 9 a.m. to 5 p.m. at the Crayola Experience (30 Centre Square, Easton, PA, 18042)

During the anniversary festivities, Michelle Powers, the executive vice president of human resources and administration, will announce the "Crayolaversary" contest winners for each age group. For the "Crayolaversary" contest, children ages 3 to 12 colored an original picture with at least 25 different Crayola crayon shades and submitted it to contest judges.

Afterwards, Crayola CEO Smith Holland will speak about Crayola's company history and how the crayon has evolved since first invented. Then President Barack Obama will share a few words on Crayola's overall impact on the national and international landscape of childhood. Along with President Obama, Crayola's CEO and executive vice presidents will attend, with scheduled availability for interviews and photos throughout the day.

We expect to have at least 5,000 people in attendance, including some of the top names in the toy industry. Everyone will receive a gift bag containing four new crayon colors created for the anniversary - before consumers can find these same products in stores. You won't want to miss our once-in-a-lifetime event!

I will call you next week to follow up on coverage and answer any further questions you might have. I have enclosed my cell number and email here for your convenience in case you want or need to reach me before then: (717) 755-6305, mhess@crayola.com.

Thank you for your time,

Megan Hess

Subject Line: Celebrate 115 years with Crayola



Crayola



We're celebrating 115 years of the crayon! Come party with us on November 1 from 9 a.m. to 5 p.m. at the Crayola Experience: Easton!



Crayola @crayola

@elizanneshaw: 115th birthday celebration for the crayon Nov. 1 9-5. Crayola Experience, Easton. President Obama speaks. Contest winners

revealed!