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**FOR IMMEDIATE RELEASE**

January, 2007

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### **CRAYOLA® ... THE BRAND and FUN FACTS!**

#### **Crayola® Overview**

For more than 100 years, Crayola products have provided fun and imaginative ways for children to colorfully express themselves. With products like Crayola Color Explosion™, mess-free Color Wonder™, Erasable Markers™, Twistables™ and Washable crayons, markers and paints, Crayola brings children innovative arts and crafts materials that let them create the art of childhood.

Crayola, with more than 1,100 employees, has major sales offices in the United States, Canada, Australia and Mexico. The company operates distributorships in Europe, Asia, the Middle East and other parts of the world.

#### **Did you know...**

- Crayola produces nearly three billion crayons each year, an average of 12 million daily. That's enough to circle the globe six times!
- Most Crayola crayon color names are taken from the U.S. Commerce Department's National Bureau of Standards book called "Color: Universal Language and Dictionary of Names." Many crayon names are also borrowed from traditional artists' paints.

- Noticing a need for safe, quality, affordable wax crayons, the company produced the first box of eight Crayola crayons, selling for a nickel in 1903. The Crayola name, coined by Edwin Binney's wife Alice, comes from "craie," the French word for chalk, and "ola," from "oleaginous."
- After counting more than 25,000 votes cast by Crayola crayon fans of all ages in the Crayola Color Census 2000, the final tally revealed that Americans' favorite Crayola crayon color is blue. In fact, six other shades of blue finished in the Top 10 including cerulean, midnight blue, aquamarine, periwinkle, denim and blizzard blue. Other colors rounding out the Top 10 list included purple heart, caribbean green and cerise.