



For Immediate Release

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Crayola's Newest Toys Take Customization and Creativity To The Next Level and Fuel Digital Engagement

The 2017 Holiday Line-Up Features Innovations and Enhanced Crayola Classics, Including New Proprietary Animation Technology, All At An Affordable \$19.99 Price Point

EASTON, PA (February 16, 2016) – [Crayola](http://Crayola.com), the brand whose products have sparked the creative spirit in children for nearly 115 years, will unveil the latest advances in mess-free color, digital innovation and the “maker” movement with a new line-up of toys at the American International Toy Fair on February 18 –21, 2017 in New York City in its booth, #1357. Crayola’s 2017 holiday line-up encourages kids to expand their imaginations and think outside the box to create unique, customized and colorful outputs while also staying on top of the latest digital trends, with the introduction of a new proprietary animation technology. All products within the line-up will be available for just \$19.99, allowing more families to bring creative fun home this holiday.

“At Crayola, we want to empower kids to be in control of their creations, which is why this year’s line champions open ended, creative play in both the physical and digital worlds,” said Smith Holland, President and Chief Executive Officer, Crayola LLC. “We’re excited to introduce a new proprietary technology exclusive to Crayola, and to also reinvent some of our most popular items with new, improved and more engaging features to meet the changing needs of kids today.”

Highlights from the Crayola 2017 line-up include:

The Crayola Mess-Free Color Wonder Light Brush enables mess-free painting by encouraging toddlers to create colorful, imaginative art without the mess. The brush magically lights up to match the chosen color of Color Wonder paint, which only appears on special paper and won’t color on skin, carpet or furniture. The set contains a Magic Light Brush unit, six Color Wonder paint pots in classic colors and 18 sheets of Color Wonder paper. For children ages three and up; suggested retail price is \$19.99.

Featuring a new, proprietary animation technology, **Crayola Magic Scene Creator** enables kids to create animated scenes that help bring their imaginations to life. Kids ages three and up can create moving stories in three simple steps:

1. Place the animation cards on the screen
2. Create hand drawn story elements with the included markers
3. Watch their creations come to life with a touch of a button

The animation cards simulate motion and can move fast or slow, providing an engaging and magically creative experience for younger kids. The set contains a Magic Scene Creator Kit, 70 motion cards spanning five themes – Fantasy, Funny Faces Mix and Match, Special Effects, Animals and Mystery – and six Gel FX Washable Markers. Suggested retail price is \$19.99.

The all new, app-based **Crayola Fashion Superstar** lets kids unleash their inner designer and build their own virtual closet by designing over 1,000 custom fashion combinations. The fun, new app experience lets kids enter fashion challenges, unlock new levels, win rewards, and earn “likes” for their creative designs. Budding fashion designers get to experience the exciting process of creating just like a real designer, first by coloring designs on paper and then bringing them to life within their digital fashion world. The Crayola Fashion Superstar delivers a truly unique product experience that allows kids to create in the physical world and interact with their designs digitally in the

app. The set contains a free app, a 62-page full-color design book, 24 colored pencils and 18 Super Tip Markers in trendy color palettes and a designer case. For children ages eight and up; suggested retail price is \$19.99.

Building on the popularity of last year's Emoji Maker, Crayola is introducing the **Silly Scents Marker Maker** to its beloved Marker Maker line. Kids can experiment with Crayola colors and three delicious scents – Cherry, Blueberry, and Pineapple – to make 16 custom scented Markers. Using the included blank stickers, kids can also create custom scratch and sniff sticker labels to decorate the marker barrels, folders, school projects and more. The set contains everything kids need to make 16 custom scented markers, two storage boxes and a color scent-mixing guide. For children ages six and up; suggested retail price is \$19.99.

The **Crayola Color & Erase Mat** is a less-mess solution for bright, colorful play. The reusable mat provides a large, drawing surface that kids can use for open ended creativity. ColorPop™ markers wash off easily with the included water eraser tool. These special markers feature bright, bold colors. The kit contains a Color & Erase Mat, four ColorPop markers, an eraser tool and a wipe cloth. For children ages three and up; suggested retail price is \$19.99.

Drawing inspiration from a modern-day printing press, the **Crayola Sticker Design Studio** is a DIY-er's dream. With just a few drops of paint and an open imagination, kids can personalize their gear with a unique paint and print art technique. Using the enclosed clear hectograph gel mat and roller, kids can blend paint into endless color combinations to create texture and special effects that can be transferred to the included sticker sheets and used to decorate tech gear, notebooks, canvas totes and more. Kids are also able to create customized paint stamper tools with the included foam stickers. The Sticker Design Studio allows kids to customize more than 50 stickers. The kit contains the reusable hectograph mat, three neon paint bottles, a paint roller, pattern making paint tool, two stencil sheets, three foam sticker sheets, four blank sticker sheets, six cut shapes sticker sheets and a design guide. For children ages eight and up; suggested retail price is \$19.99.

As licensed products continue to be popular with kids of all ages, Crayola will continue to build on its robust line-up of licensed products featuring favorite characters that span a variety of ages and stages, all of which will be on display at the booth. New licenses this year include PJ Masks, DC Superhero Girls, Disney Princesses, Shimmer and Shine and Fantastic Beasts.

About Crayola

Crayola LLC, based in Easton, Pa. and a subsidiary of Hallmark Cards, Incorporated, is the worldwide leader in children's creative expression products. Known for the iconic Crayola Crayon first introduced in 1903, the Crayola brand has grown into a portfolio of innovative art tools, crafting activities and creativity toys that offer children innovative new ways to use color to create everything imaginable. Consumers can find the wide array of Crayola products in the "Crayola Aisle" at all major retailers. For more information visit www.crayola.com or join the community at www.facebook.com/crayola.

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