



MEDIA CONTACTS

Erika Merklinger
Crayola
eamerklinger@crayola.com
(610) 253-6272 ext. 4625

Alex Denti
Golin for Crayola
adenti@golin.com
212.373.6022

Crayola Jewel Maker



Create custom gel jewelry, charms, key chains, room décor and more with Crayola Jewel Maker.

Simply pick a mold, mix the gel, and add glitter, confetti or pictures to the mix. Your custom creations are ready to wear or share in 30 minutes.

CONTENTS

- Workshop with Storage
- 4 (10oz) Gel Part A and 4 (10oz) Gel Part B (Pink, Yellow, Blue & Clear)
- 1 tube glitter
- 1 sheet confetti
- 5 mixing pots
- 2 bracelets
- 24 charms
- 3 breakaway clasps
- 1 mold
- Silver Elastic
- 50 Beads
- Mixing Spatula

BENEFITS

- Easy process featuring a two part mixing system with 30 minute dry time
- Creates up to two bracelets, 24 charms, and room décor clings

TARGET AUDIENCE

- Children aged eight years and older

WHERE TO BUY

- \$24.99 suggested retail price
- August 2016 retail availability

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.