



Crayon Collection is proud to announce its largest national campaign yet, the 1 MILLION CRAYON DRIVE launching on Earth Day, 4/22 and culminating on 8/11, just in time for back-to-school.

With the support of title sponsor, **Colorations®**, this initiative inspires children and their families to repurpose the million crayons to children and schools in need of supplies.

Children and families will participate by starting their own Crayon Collection's in their neighborhoods and collect still-good crayons they no longer need from restaurants/their art supplies. Each participating child will receive a one of a kind downloadable bookmark from record-breaking children's book series, **THE DAY THE CRAYONS CAME HOME** thanks to Crayon Collection partner, **Penguin Random House**. Instructions for starting a community crayon collection and how to donate gently-used crayons to Head Start Centers and Title 1 schools around the United States are available at [crayoncollection.org/collection.html](http://crayoncollection.org/collection.html)

Over 150 million crayons are thrown away each year by restaurants alone in the United States. The Crayon Collection uses the process of repurposing gently used crayons as a relatable lesson to teach young children the benefits of recycling, reusing, reducing waste, and sharing with others less fortunate. The charity's efforts also help to cut down on the \$900 per year of personal income the average teacher spends outfitting his or her own underfunded classroom.

**Crayon Collection** is an international non-profit organization with a mission to inspire a commitment to the environmental consciousness and the infusion of art education in underfunded schools. The crayons are not altered in any way but are delivered from crayon collection sites to underserved schools locally. The charity was founded by Sheila Michail Morovati, and has successfully been collecting crayons from restaurant chains nationwide and donating them to vulnerable Title I Elementary schools or Head Start Preschools. With the help of professional artists and educators, Crayon Collection has developed a full art education program, which each crayon recipient school receives for free to use the crayons for deeper learning of the arts. Crayon Collection relies on volunteers around the globe, and uses this process of repurposing gently used crayons as a relatable tool for teaching young children the benefits of recycling, reusing and reducing waste as well as having a philanthropic experience. Visit [www.crayoncollection.org](http://www.crayoncollection.org) for more information.