



NATIONAL HEAD START ASSOCIATION



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## *Partnership Brings Repurposed Crayons to Head Start Classrooms Nationwide*

### March 31 is National Crayon Day

WASHINGTON, D.C. — March 26, 2015 — For Immediate Release — The Crayon Collection, a national initiative that collects millions of repurposed crayons from restaurants across the country each year, and the National Head Start Association (NHS A) have formed a partnership that will bring crayons into thousands of Head Start classrooms.

The announcement comes as the NHS A opens its 42<sup>nd</sup> annual conference and expo in Washington, D.C., and we look forward to **National Crayon Day** on March 31 (For fun Crayon Factoids, see attached document).

Founded in 2011 by philanthropist and southern California mom, **Sheila Michail Morovati**, the Crayon Collection's mission is simple: To collect as many crayons as possible and donate them to kids in need. Billions of crayons are produced in the U.S. each year and many of them end up in landfills, taking years to decompose. Meanwhile, teachers in public schools spend an average of \$750 of their own money for classroom supplies each year. Partnering with popular restaurant chains - including California Pizza Kitchen, Islands Fine Burgers & Drinks and other national chains to be announced soon - the Crayon Collection collects millions of crayons and redistributes them to schools in low-income neighborhoods.

The NHS A - a non-partisan, not-for-profit organization committed to the belief that every child, regardless of circumstances at birth, has the ability to succeed in life - is the voice for more than 1 million children, 200,000 staff and 1,600 Head Start grantees in the U.S.

Commented NHS A Executive Director **Yasmina Vinci**, "Restaurants throw away millions of crayons each year. NHS A and the Crayon Collection will help keep crayons out of landfills and put them in

the hands of vulnerable children. This partnership is a great example of how Head Start works innovatively to engage with businesses in local communities."

Said **Morovati**, founder and chairman of the board of the Crayon Collection, "We are thrilled to partner with the National Head Start Association to expand the Crayon Collection's reach to our nation's youngest, most at-risk, early learners, while helping the environment. No child should have to attend school without the most basic of supplies."

If you'd like to learn more about the Crayon Collection or donate crayons from your restaurant, visit us online at: [www.CrayonCollection.org](http://www.CrayonCollection.org)

Visit the National Head Start Association at: [www.NHSA.org](http://www.NHSA.org)

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