



PENGUIN YOUNG READERS & CRAYON COLLECTION PARTNER ON NATION-WIDE CRAYON RECYCLING PROGRAM

#THESECRAYONSWON'TQUIT Campaign for Restaurants to Encourage Kid-Diners to Recycle and Donate Crayons

Penguin Young Readers and the Crayon Collection partner on a national campaign called #THESECRAYONSWON'TQUIT

The campaign offers restaurants across the country **boxes and instructions** to help their kid diners **recycle** and **donate** their gently-used crayons to Title 1 schools and Head Start Centers within 5 miles of the participating restaurant. This campaign builds off the Crayon Collection's ongoing efforts to help salvage the 150 million still-good crayons that restaurants throw away every year. Over **3,000 boxes are ready for distribution** to any restaurant locations that would like to receive one.



"The Crayon Collection's efforts to **bring art supplies to children who lack access to them** is an initiative that **aligns beautifully with the themes of the book**, and we are thrilled to be a part of this important campaign."

JED BENNETT

Senior Director of Marketing at Penguin Young Readers

DIRECTIONS TO GET INVOLVED:

Restaurants are invited to participate by contacting Crayon Collection via email (info@crayoncollection.org) or by phone (310-383-1011) and providing their address to receive the colorful boxes to be placed in the entrance of their restaurants.

The boxes (pictured) will have exact **instructions on what to do** when the crayons have been collected.



FRONT OF THE BOX



BACK OF THE BOX

"...With the support of Penguin Young Readers, we are able to mobilize children with the act of passing along their still good crayons to kids who may not have any of their own. This will be a heartwarming experience for children and families making a difference while dining out because it truly captures the core of our mission: repurposing crayons for the benefit of vulnerable children, while simultaneously instilling an eco-conscious mindset for our environment."

SHEILA MICHAEL MOROVATI

Founder of the Crayon Collection.