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**NONPROFIT CRAYON COLLECTION ANNOUNCES ONE MILLION CRAYON DRIVE DONATION EVENT
TO SUPPORT LA COUNTY SCHOOL TEACHERS**

Event will serve as America's largest crayon donation drive in history

LOS ANGELES, CA (July 17, 2018) – [Crayon Collection](#), the nonprofit that supports the environment and arts education by donating gently-used crayons to teachers, will donate one million crayons at its first-ever back-to-school Million Crayon Drive in Culver City on Saturday, August 11. The drive will be the world's largest crayon drive in history.

The event focuses on inviting local-area teachers to come pick up free crayons for the school year in order to give students access to arts education and reduce the personal funds they are forced to spend on school supplies. A recent survey showed that on average, a teacher spends \$900 from their own pocket to buy supplies for their classrooms. In addition to crayons, teachers will be given lesson plans from Crayon Collection Art Education Program, which includes an LA artist-conceived crayon art project that teachers can use in their classrooms while staying within the curriculum guidelines. Studies have proven that children with arts education perform better in all subjects, including math, reading and writing.

"It is a great privilege and an honor to be able to impact the wonderful teachers of LAUSD and Head Start Programs in our hometown of Los Angeles," said Sheila Morovati, president and founder of Crayon Collection. "We sincerely believe teachers should not be burdened with purchasing classroom supplies with their personal earnings and we also believe that every child, regardless of race or socio-economic differences, should have access to an education that includes art."

The event is the culmination of a four-month nationwide crayon drive that kicked off on Earth Day. Restaurants, children and families have been collecting slightly used crayons and donating them to one of the over 1,000 Crayon Collection-partnered Title 1 Elementary Schools. The event will also be collecting crayons and attendees are encouraged to bring donations. Teachers will be asked to show a school ID.

The family-friendly event will have free learning opportunities for the whole community, including a hands-on workshops where kids can work with animators from Nickelodeon to create crayon art projects, participate in the Crayon Collection Color Kindness Program where students will sort, re-pack,

& include their own handwritten note of positivity to be delivered to students receiving the crayons and more. Artist **Yassi Mazandi** will also be on hand to create an interactive maze made out of the crayons that guests can walk through. Partners of the event include Colorations®, Penguin Young Readers, Nickelodeon, American Youth Soccer Organization (AYSO) and the WNBA Los Angeles Sparks basketball team, with many of them holding their own drives in order to increase the amount of crayons available to teachers. The Coffee Bean and Tea Leaf will be supplying free coffee and tea drinks for attendees.

Since its inception in 2009, Crayon Collection has donated and saved landfills over 10 million crayons. More than a half-million pounds of crayons are discarded every year, turning into a waxy sludge that clogs landfills and never biodegrades. This past school year, Crayon Collection was formally recognized by the LAUSD Board with a Certificate of Appreciation for its work in the classroom.

For more information about the event, please visit: <http://www.crayoncollection.org/events.html> To help support the event, please visit the event's [Go Fund Me](#) page.

Crayon Collection's 1 Million Crayon Drive

Saturday, August 11, 2018

2:00PM-4:00PM

Westfield Culver City

Indoor Main Court (by the Coffee Bean)

6000 Sepulveda Blvd

Culver City, CA 90230

About Crayon Collection

The Crayon Collection model is simple but its impact is extraordinary: by collecting gently used crayons from restaurants and hotels that distribute free crayons to children when they dine, in addition to community-based collection efforts, the organization intervenes in a cycle of waste that has existed for decades. It saves an extraordinary tool of expression, curiosity and learning – the crayon - and redistributes them to local schools in need across the country. The programming ensures millions of crayons are saved from landfills each year and are instead repurposed for teachers and students, along with best in class resources to support art education. And at the heart of its work is a desire to create a global movement for change, a new "eco-normal" consciousness that is mindful of the environment and nearby communities in need. Through the simple act of saving a crayon, it seeks to reignite art programs in American schools, engage a national audience to be stewards of their community and the environment, and create a new sustainability model.

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