

Crayola Brings Childhood Colors to Lion Brand Yarns

Lion Brand Yarn Company is excited to announce a licensing partnership with Crayola. This collaboration unites two brands known for their innovative exploration of color and creativity, with the shared belief in unleashing and celebrating the originality of every person. By joining forces, these two homegrown American companies, both over 100 years old, aim to introduce children to the joy of crafting with yarn, and to give people of all ages an opportunity to combine their knit and crochet projects with the colors they knew and loved as children. Lion Brand brings a tactile element to Crayola's iconic colors.

"For most of us, our first experiences with color have been with Crayola," says David Blumenthal, President & CEO of Lion Brand. "The iconic green and yellow box is imbedded in our childhood memories. Crayola strives to make an emotional connection between color and creative expression, and so does Lion Brand – as shown in our mission of creating a more colorful, connected, and giving world."

"The essence of the Crayola brand is embodied in color, crafting and creativity," said Warren Schorr, Vice President of Business Development & Licensing. "Crayola has been committed to creating innovative products since 1903 and we are thrilled to partner with Lion Brand Yarn Company, a natural fit and one that truly strikes the core essence of the Crayola brand."

About Lion Brand Yarn Company

Founded in New York City, Lion Brand Yarn Company is a fifth generation family-owned and operated business devoted to inspiring and educating knitters and crocheters with yarns, patterns, how-tos, and ideas that elevate their yarn crafting experience. Year after year Lion Brand drives innovation in the yarn business and pursues excellence in their products. Famous for quality since 1878

About Crayola

Crayola LLC, based in Easton, Pa. and a business of Hallmark Cards, Inc., 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.

For more information, visit lionbrand.com