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**WESTCHESTER ARTS COUNCIL, THE CITY OF PEEKSKILL, AND THE
PEEKSKILL MUSEUM PRESENT CRAYOLA'S 100TH BIRTHDAY TOUR**
Special Event Takes Kids on an ART-rageous Adventure

(September 5, 2003; White Plains, N.Y) The Westchester Arts Council, the Peekskill Museum and the City of Peekskill have joined forces to bring the Crayola ART-rageous adventure, the brand's traveling 100th birthday party, home to Peekskill for a day. The Crayola bus, covered in color from bumper to bumper, will pull into Peekskill on Tuesday, September 9th, 2003. The event will take place from 11am to 4pm at the Peekskill Museum, located at 124 Union Avenue, in Peekskill. Directions can be found at <http://www.peekskillmuseum.com>. For further information please call 914-428-4220 x236.

The Crayola ART-rageous Adventure bus is on a 25-city cross-country trek en route to the Crayola brand's 100th birthday celebration, which will take place on October 11, 2003 in Easton, PA. Along the way, it will stop at schools, festivals, zoos, fairs and retailers giving kids the chance to create, celebrate and make Crayola history. Onboard and around the ART-rageous tour bus, children can discover and interact with a new and unexpected world of next-century Crayola products that include out-of-the-box versions of their favorite art tools. Kids can color on the see-through walls with Window FX markers, paint with melted crayons, make space creatures with Crayola Model Magic, and visit the "Color Wonder Dome" filled with special markers with invisible colors that appear only on "magic" paper. At the end of the day, kids can take home their creations, as well as a gift bag containing Crayola goodies and coupons.

"We are thrilled to have been able to play a role in bringing the Crayola tour to Westchester County," says Janet Langsam, Executive Director of the Westchester Arts Council. "At the Arts Council, we strive to weave the arts into the fabric of Westchester life. An event such as this syncs perfectly with our underlying belief that the arts are for everyone."

The ART-rageous Adventure tour bus is also the official "Leftola" collection headquarters for the "World's Largest Crayon" record the company is attempting to break for its 100th birthday.

Westchester County kids can donate their blue “leftolas”- Crayola crayons they’ve colored into tiny bits- to help break the record for the World’s Largest Crayon. All the blue bits contributed will be melted down to create a colossal blue Crayola crayon (blue is America’s favorite color), to be unveiled at the 100th birthday bash in October.

“We are calling all kids in the area to help us break this record, and be the city that donates the most Leftolas to our colorful feat,” says Stacy Gabrielle, Crayola spokesperson.

This stop on the tour has special historical significance, as Peekskill could be called the birthplace of the Crayola crayon. In 1864, Joseph W. Binney founded the Peekskill Chemical Company in Peekskill, N.Y. This company was responsible for products in the black and red color range, such as lampblack, charcoal and a paint containing red iron oxide which was often used to coat the barns dotting America's rural landscape. Around 1885, Joseph's son, Edwin Binney, and nephew, C. Harold Smith, formed the partnership of Binney & Smith. The cousins expanded the company's product line to include shoe polish and printing ink. In 1900, the company purchased a stone mill in Easton, PA, and began producing slate pencils for schools. This started Binney's and Smith's research into nontoxic and colorful drawing mediums for kids. They had already invented a new wax crayon used to mark crates and barrels, however, it was loaded with carbon black and too toxic for children. They were confident that the pigment and wax mixing techniques they had developed could be adapted for a variety of safe colors, and in 1903, a new brand of crayons with superior working qualities was introduced - Crayola Crayons. A hundred years later there are hundreds of Crayola products available to help children express their creativity.

John Testa, the mayor of Peekskill, will be issuing a proclamation declaring September 9, 2003 to be “Binney and Smith Day”, in honor of inventors of the Crayola crayon.

Established in 1965, the same year as the National Endowment for the Arts, Westchester Arts Council is the largest private, non-profit arts council in New York State, serving more than 150 cultural organizations, 43 school districts, hundreds of artists, and audiences numbering over one million. Its mission is to provide leadership, vision, and support to ensure the availability, accessibility, and diversity of the arts in Westchester County. In 1998 the Arts Council purchased 31 Mamaroneck Avenue, now known as The Arts Exchange, and is developing the building as a multi-use resource for artists, cultural organizations, and the community.

For more information on the Crayola ART-rageous Adventure traveling birthday tour, including a list of stops within each city, visit www.Crayolatour.com.