

"With the world growing more diverse than ever before, Crayola hopes our new Colors of the World crayons will increase representation and foster a greater sense of belonging and acceptance. We want the new Colors of the World crayons to advance inclusion within creativity and impact how kids express themselves."

-Crayola CEO Rich Wuerthele



Practice the Life Principles from Kindergarten:

Be Kind
Be Respectful
Use Your Words
Play Fair
Stick Together
Everyone is Beautiful

A Call to Action: What Can you Do Going Forward?

- Explain to those around you that everyone is created equally
- Educate your leaders and use your voice
- Be vocal about inclusion and diversity on social media platforms
- Be open to unlearning bias and re-learning inclusive behaviors
- Ensure that your behaviors and actions reflect your belief in equality
- Consistently hold yourself and others accountable to create a culture of inclusion