



Fact Sheet

Embark on colorful adventure where color, chemistry and digital technology combine to create a one-of-a-kind family attraction. Imagination is your greatest tool at Crayola Experience, where 27 hands-on attractions create a day of colorful fun for the entire family.

Location: Crayola Experience opened July 1, 2015 at The Florida Mall, Orlando. It was the 2nd location for the brand. Other locations include: Easton, PA, Minneapolis, MN, Plano, TX and Chandler, AZ.

Number of Attractions: 27 exciting hands-on, creative attractions

Key Features:

- 2 levels and 70,000 square feet of colorful fun. Guests will play, create, learn and share in experiences inspired by Mom's #1 loved brand, Crayola!
- See a live demonstration on how crayons are made at Crayola Factory Show!
- Average length of stay: 3-4 hours. General admission includes access to the facility for the entire day.
- Food & Beverage options available at the Snack Shack and Café Crayola.
- Explore the largest selection of Crayola products, super soft plush, unique apparel and one-of-a-kind Crayola souvenirs in the Crayola Store. A special feature of the store is the "Pick Your Pack" wall, where you can create your own custom crayon assortment choosing from 99 of Crayola's most popular colors. The store is open to the public. No entry fee required.
- Private space available for meetings and special events

Groups: Packages available for various group types such as; birthday parties, field trips, business meetings, team-building, reunions, wedding receptions, and special events.

Hours of Operation: Closed Monday and Tuesday, Wednesday – Friday, 10:00am – 4:00pm Saturday & Sunday 10:00am -6:00pm * hours may vary, check the website prior to visiting

Prices: General Admission is \$25.99 (plus tax) per person. Kids 2 and under are free. Annual passes are available starting at \$35.99 (plus tax) per person.



Attraction Highlights:

- **Silly Selfies** - In this interactive room, you can create digital works of art and project them onto the wall to become part of bigger scene. But the fun doesn't stop there! Walk up and touch your drawing to bring it to life! You can literally watch the fish you created swim away in the projected underwater seascape.
- **Rockin' Paper** - Bring your craft center stage in this multi-sensory experience that puts your art in the spotlight literally! Watch as your personalized paper creations turns, bops and rocks to the music. It's a new show every time!
- **Wrap it Up** - Jazzberry Jam, Electric Lime, Atomic Orange, Purple Mountain's Majesty...what's your favorite Crayola color name? In this attraction you can personalize and print an authentic Crayola crayon label and wrap it around, to create your own unique Crayola crayon!
- **Crayon Factory Show** - Join Scarlet & Turk [Turquoise], our animated crayon friends, as they show you how crayons are made along with our resident Crayonologist in a live theater show. Learn why Crayola crayons are so special as well as discover some little known facts about the world's most iconic colorful tools.
- **Modeling Madness** - Sculpt colorful creations using Crayola Model Magic compound- you can roll it, mold it and even blend and swirl your own colors.
- **Colossal Caddy** - Visit this popular classic, a giant caddy that holds thousands of crayons. It's a coloring experience for kids young & old!
- **Be a Star** - Everyone is a star at this coloring page photobooth! Appear in a coloring page along with some of Crayola's characters! Just like a real photobooth, becoming a coloring page is as easy as pushing a button & posing. Say Macaroni & Cheese!
- **Scribble Scrubbies** - ATTENTION PET LOVERS! Don't miss Crayola's award-winning toy turned life-sized attraction. Color, scrub and play with your FREE Scribble Scrubbie* - a washable pet perfect for hours of creative fun!
- **Texture CRAYze** - Make a crayon rubbing mash-up! It's a creativity mashup with images and crayon rubbing textures! Make out-of-this-world art with crayon characters, mystical creatures, yummy snacks and more.
- **World's Largest Crayola Crayon** - Welcome to an experience where you can create everything with melted wax while taking in the aroma of one of the world's most recognizable scents. Use melted wax to paint in a whole new way! Choose from a variety of melted crayon colors to create wax art on paper.