

# Have you ever wondered what happens to our used crayons?

The founder of The Crayon Initiative wondered just that. Shockingly, he discovered every crayon used or even touched in restaurants, is thrown away and ultimately ends up in the landfill. What a waste! This bothered him enough to come up with a way to rescue these crayons while also giving back to the arts. The Crayon Initiative was born!

## the life of a restaurant crayon

1



*New crayons arrive at restaurant*

2



*Used by children at tables*

3



*Drop crayons from table  
into collection box*

4



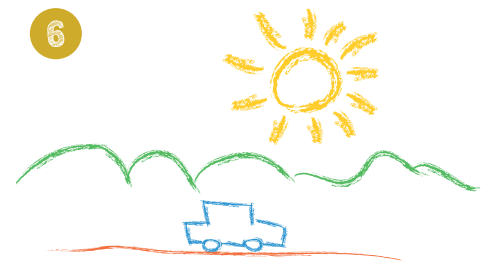
*Collection box sent directly to  
The Crayon Initiative*

5



*Made into NEW crayons!*

6



*Crayons shipped to children's hospitals*

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