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## **Club Med Draws on Crayola to Craft Colorful Family Vacations**

### **Partnership Encourages Creativity and Arts at Ixtapa Pacific Family Resort**

(Jan, 20, 2008—Miami) Club Med and Crayola have just added an extra splash to family vacations with the new Club Med Crayola Creativity program. Crayola designed the program for Club Med Ixtapa Pacific. It features age-appropriate arts and crafts activities for virtually all guests, including toddlers, teens and adults. The Creativity program will launch at Club Med Ixtapa Pacific in early 2008 in conjunction with the re-opening of the revamped resort. Club Med and Crayola plan to develop additional original arts and crafts activities to expand its creativity program throughout Mexico and the Caribbean in 2008.

The Crayola Creativity program will color family vacations even before departure. Guests can log-on to [www.clubmed.us](http://www.clubmed.us) to get tips on keeping kids entertained while traveling, including car, airport and airplane friendly activities. The site also details creative projects for rainy days and special occasions to stimulate children's interest in hands-on art and Mexico.

Upon arriving at Club Med Ixtapa Pacific, youngsters can create picture frames and journals illustrating their vacation memories, using the latest Crayola products. Mini club guests can make their mark on a variety of "mommy and me" activities with Crayola TaDoodles, the first egg-shaped crayons, markers and paints designed to fit toddlers' hands. The creative fun continues near the pool with opportunities to draw "floating" sidewalk murals, using Crayola 3-D Sidewalk Chalk.

In many projects, the Club Med Crayola Creativity program will highlight local culture, using indigenous games, music and Spanish words to tickle kids' imaginations. Each child will take a letter for their parents with each project, helping the parent extend the creative learning experience and encourage their child's interest in artistic expression. The program will offer follow-up activities, fun regional facts and books relating to local culture to create a colorful cultural experience.

The Creativity program also helps adults perfect their artistic skills or discover new ones. Trained instructors, a box of pastels and the inspiration of the Ixtapa coast may lead to many a vacation masterpiece. Families can also enjoy being creative together with games like "Draw, Draw and Name It!"

"Crayola, like Club Med, is an emotional brand. We both create enduring memories." states Cedric Gobillard, president and CEO, Club Med North America. "No matter our age, we all remember the excitement of getting a new box of crayons before the first day of school, and the anticipation of going on a family vacation when school finished. Partnering with Crayola is a natural fit to enrich Club Med's children's programs with emotion and memories.

Refined, generous and personalized, a Club Med vacation at any of our 80 resorts in more than 25 countries, guarantees life long memories. With attention to every detail, Club Med offers activities from award-winning Children's Clubs and luxurious spa treatments to expert instruction in sports with top of the line equipment. Throughout the experience, guests personalize their vacation with an array of choices including luxury room categories, convenient travel arrangements, international cuisine, flexible dining times and exciting entertainment options. Call 1-800-453-2582 for group reservations.

For more than 100 years, Crayola products have provided fun and imaginative ways for children to colorfully express themselves at home, school and on vacation. Those colorful sticks of wax that made Crayola the iconic brand that it is today, have inspired Crayola to pioneer new ways for kids to express their creativity in surprising ways with products like Crayola Beginnings, Color Explosion, mess-free Color Wonder and Color Surge. Based in Easton, Pa, Crayola, LLC is a subsidiary of Hallmark Cards in Kansas City, Mo.

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“We are looking forward to launching the Creativity program at Club Med Ixtapa to make their guests’ vacation experience even more memorable,” said Jeffrey Rogers, Director, Portfolio Marketing, Crayola. “What excites us most about the partnership is Club Med’s unique focus on families traveling with toddlers, giving us the opportunity to design art experiences for the youngest set using Crayola Beginnings, our newest art tools created for children as young as 18 months.”

Club Med Ixtapa Pacific re-opened December 22 after a \$20 million transformation. The newly renovated resort caters to families, boasting programs for children 4 months to 17 years old, family suites, a private dining room and personal chef to prepare fresh, healthy meals for children, a 24 convenience room equipped with sterilizers, blenders and bottle warmers, and a Baby Welcome program that offers a variety of complimentary amenities for parents including strollers, toys, cribs and more.

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