

“Kindness Rocks Project” Inspires Faber-Castell®
Creativity for Kids® brand to unveil “Hide & Seek Rock Painting Kit”
at ASTRA Marketplace & Academy

Cleveland, OH (May 30, 2017)- Creativity for Kids®, a Faber-Castell® brand, will unveil their new “Hide & Seek Rock Painting Kit” at this year’s ASTRA Marketplace & Academy, June 25-28, 2017 in Philadelphia, PA.

Inspired by an international trend called “The Kindness Rocks Project”, a movement created by an Oregon parent’s tribute to the loss of their young daughters in 2014, people decorate rocks with positive messages and place them around their neighborhoods, public areas, anywhere they like, for others to find. The mission is to brighten someone’s day and then encourage the “finder” to paint their own rocks and continue the spread of kindness.

The “Hide & Seek Rock Painting Kit” includes 10 natural river rocks, water-resistant paint, brushes, waterproof transfer designs and gold metallic transfers. It also contains a #creativityforkids tracking sticker to place on the bottom of your rocks, so that rock painters and rock finders can share pictures of their rocks on Facebook and Instagram, spreading their love and kindness.

The kit will be on display at the Faber-Castell® booth #501, for attendees to experience.

“Rock painting has always been at the top of our creativity kits,” said Heather Lambert-Shemo, Director of Children’s Brands at Faber-Castell USA. “We are thrilled to re-introduce a classic with a new meaning. Not only does it speak true to open-ended creativity but now it involves communication both online and offline, encompassing the four C’s beautifully. Children are using their creativity to design the rocks, but more importantly they’re thinking of ways to spread happiness, ways to communicate kindness effectively as well as collaborating with friends, family, peers and strangers around the world who will receive their messages of support and continue in their footsteps. It has truly motivated us as a company and we hope it continues to positively impact children around the globe.”

The “Hide & Seek Rock Painting Kit” will be available in stores by July 1st.

For more information, please visit www.creativityforkids.com.

About Faber-Castell®

Faber-Castell® USA is headquartered in Cleveland, Ohio and is part of the global network of Faber-Castell companies in countries such as Australia, Brazil and Malaysia. Faber-Castell was founded more than 250 years ago, as a pencil manufacturer and today is known for its high-quality, professional art supplies and fine writing instruments and accessories. Faber-Castell is the leading provider of best quality creative experiences for a lifetime. Faber-Castell Children’s brands include Creativity for Kids® (CreativityforKids.com) and Faber-Castell Premium Children’s Art Products (GreatArtStartsHere.com). For more information about Faber-Castell USA, go to FaberCastell.com. High-res photos are available.