



Crayola Experience @ Mall of America. Fact Sheet

When did Crayola Experience first open?

The original Crayola Experience in Easton, PA, formerly The Crayola Factory, opened in 1996 as a visitors' center featuring one floor of crafts and interactive activities. It was re-imagined in May 2013 as a family attraction featuring 25 hands-on activities throughout four colorful floors. The brand opened its second location on July 1, 2015, in Orlando, FL.

Where is Crayola Experience Minneapolis located?

Crayola Experience is on the southeast end of the 3rd floor, near the South Street Dining area.

Why Minneapolis?

The Mall of America is a fantastic destination for families.

How big is it?

The attraction is roughly 60,000 square feet.

How long do families typically spend at Crayola Experience?

Our attraction is designed to be a full day of creative fun! Most families spend 4-5 hours with us.

Does it have a retail store?

Yes! There is a store featuring the world's largest collection of Crayola products and unique souvenirs, found only at Crayola Experience. The Crayola Store is open to the public.

Will it be different than the Easton and Orlando locations?

Crayola Experience Minneapolis includes our most popular signature attractions - such as "Wrap It Up!" and "Be A Star!" - as well as debut new attractions based on Crayola's latest innovations.

What will those new attractions be?

Rockin' Paper will make its colorful debut in Mall of America. This new attraction allows guests to make paper creations and watch them rock, bop and dance in a musical spotlight.

How much does it cost? Do you have annual passes?

Regular admission is \$24.99. Or for \$10 more, enjoy the magic of color all year-round for \$34.99! Buy tickets or learn more at www.CrayolaExperience.com

What are your hours?

Crayola Experience is open 10 a.m. - 7 p.m. daily,
The Crayola Store is open Monday - Saturday: 10 a.m. - 9:30 p.m., Sunday: 10 a.m. - 7 p.m.

Do you host group trips, birthday parties or special events?

Yes! You can celebrate any type of special event or group outing at Crayola Experience. From birthday parties and field trips to Girl Scout sleepovers and even corporate meetings!

How many employees will you be hiring?

Our workforce will vary seasonally, with peak employment of up to 200 people.