



**Tombow Donates \$10,000 in Product to Council for Art Education
National Campaign, "100 Days of Tombow," Finishes Big at NAEA**

ATLANTA – April 17, 2014 – American Tombow, a 100-year-old market leader for arts, crafts and office products, recently donated \$10,000 in product to the [Council for Art Education](#) (CFAE), a national nonprofit promoting and supporting arts education, during the 2014 [National Art Education Association](#) National Convention (NAEA) in San Diego.

Tombow launched the "100 Days of Tombow," campaign in March 2013 to promote arts education nationwide by supporting CFAE and its art education program, [Youth Art Month](#). Additionally, the campaign focused on giving back to Tombow's loyal customers by showing the talents of craft bloggers throughout North America while celebrating Tombow's centennial year.

The donation at NAEA marked the accomplishments of the campaign participants and their efforts in supporting this worthy cause. Since its inception, the program featured the work of more than 90 art, craft, mommy and scrapbook bloggers, and impacted more than 6.5 million online craft enthusiasts through its campaign initiatives.

"100 Days of Tombow was started with the goal to show our gratitude to the arts and crafts community by supporting its art education efforts," said Jeff Hinn – president, American Tombow. "With great thanks to our blogger participants and the great people at CFAE, we were able to successfully make that promise come to fruition."

Photo Attachment:

Left to right: Kris Bakke, Immediate Past President of Council for Art Education, Inc., CFAE, and Cathy Daniel, marketing manager, American Tombow, Inc., at the Youth Art Month flag ceremony during the NAEA National Convention.

About Tombow

Tombow is today's market leader for arts, crafts and office products. Serving consumers and businesses around the globe, Tombow was established in Japan in 1913 as the wood-case pencil provider for Japanese students. Since these beginnings and undergirded by a history of unparalleled customer service, Tombow has grown the company's portfolio to a worldwide provider of adhesive tape, ballpoint pens, correction tape, drawing pencils, dual brush pens, glue sticks and liquid glues manufactured in facilities located in Japan, Southeast Asia and Thailand. Worldwide operating divisions distribute Tombow branded products in their respective geographies. For more information, visit www.tombowusa.com.

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