



***Tombow Unites American Crafters and Raises Awareness for Council for Arts Education  
Through "100 Days of Tombow" Campaign***

Tombow's Centennial Year Program Reaches Newest "100 Days" Milestone

**ATLANTA** – Sept. 4, 2013 – Tombow launched the "100 Days of Tombow" program in March 2013 to promote and support arts education nationwide by donating up to \$10,000 of Tombow art products to the [Council for Art Education](#), a national nonprofit promoting and supporting arts education. In doing this, Tombow celebrates its centennial year by showcasing craft bloggers throughout North America and affords the opportunity for future generations of crafters to learn processes and practices to support the next 100 years.

By mid-July, the program had featured 35 craft, mommy and scrap book bloggers. Since then it has reached its newest milestone of 50 bloggers, and more than 1.9 million online crafting aficionados have seen, read or are benefitting from the program's initiatives.

In honor of their loyal customers, Tombow created a [Pinterest](#) campaign dedicated solely to all "100 Days" participants that showcases projects that have been submitted so far, as well as links to the blogs that they contribute to every day. Social media channels [Facebook](#) and [YouTube](#) have driven the arts education initiative throughout this campaign by providing a common arena for craft bloggers to share their projects and to help advocate the idea that "art is fun."

"We started this campaign with the goal to give back to our loyal customers, the people who have used Tombow products for 100 years, and to donate \$10,000 worth of product to such a worthy cause. The gratitude and endearment that we've received in turn has superseded all that we've given," said Jeff Hinn – president, American Tombow. "This campaign is a testament that art is important, that crafting is a part of the American experience, and that Tombow will be an integral part of the North American crafting culture for the next 100 years."

**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](http://www.tombowusa.com).

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