



Tombow Celebrates "100 Days of Tombow"

Centennial Year Program Highlights Work of Mommy Bloggers Making a Difference in their Homes, Schools and Communities

ATLANTA – March 4, 2013 – For 100 years Tombow has been creating innovative products that help everyday artists do their best work in art, craft and office supply environments. Crafters worldwide have coined their experiences using these products as "Tombow Time", and share virally how they create, celebrate and decorate with the help of Tombow's extensive product portfolio.

Saturday, March 9, at the National Art Education Association Conference in Fort Worth, Texas, Tombow will kick off its "100 Days of Tombow" program by committing to provide up to \$10,000 of Tombow art products to the [Council for Arts Education](#), a national nonprofit dedicated to promoting and supporting art education and quality art programs nationwide.

Tombow seeks to leverage its centennial year by spearheading new avenues of creative growth for the next 100 years. To that end, it's working with crafters and mommy bloggers to reach younger demographics and introduce Tombow to a fresh, new audience. "We're parlaying our 100-year platform to educate crafting bloggers in the young singles, newlywed and new mom audiences on ways to use our eco-friendly products to enrich their world with color, texture and design," said Jeff Hinn – president, American Tombow.

For its "100 Days of Tombow" program, the company is working with 100 different bloggers across America to spotlight their creative musings using Tombow's products, and showcasing how "Tombow Time" is enjoyed across the nation.

Bloggers who are interested in participating in the "100 Days of Tombow" movement should contact Barbara Pritchett, public relations coordinator, who will facilitate the provision of 100 Days of Tombow Starter Kit, containing Dual Brush Pens, Irojiten Color Pencils and the Stamp Runner Adhesive (photos attached). In addition, every submission for the "100 Days of Tombow" blogging program will result in a \$100.00 product donation to the [Council for Arts Education](#). "We hope to donate \$10,000 worth of product to this dynamic, vibrant cause that shapes the future crafters and artists of America through its educational programs," said Hinn in closing. "After all, we want to be the product of choice for future generations, and what better way to celebrate the past than to promote the future."

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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