

Are people who
make little critters
more likely to
succeed?



1500 CEOs
surveyed by IBM
think so. They ranked
creativity as the
#1 leadership trait
required for
future success.

CREATIVITYCAN.COM

 **WARNING:**
CHOKING HAZARD - Small parts.
Not for Children under 3 years.

 **WARNING:**
FUNCTIONAL SHARP EDGE

The power of
creativity

THE PROBLEM:

Scores from the Torrance Tests of Creative Thinking are steadily declining nationwide. There is a creativity crisis facing American children.*

THE GOAL:

A Creativity Comeback

THE IDEA:

Put simple materials in the hands of children and challenge them to imagine, create and share.

* Bronson, P. and Ashley Merryman, "The Creativity Crisis"
Editorial Newsweek 19 July 2010: n. pag.
The Daily Beast 10 July 2010 web.



Included in the Kit:

Chenille stems, air-dry clay, plastic wheels, stickers, styrofoam shapes, popsicle sticks, cord, feathers, mesh tubing, wiggly eyes, felt sheets, pom poms, bells, pattern papers, glue, scissors and more!



Not Included in the Kit:

Instructions! You may create anything you wish. There is no right or wrong way to create. Use your imagination and even the can if you desire. You may also add to the components from materials around your house such as:

- Toilet paper tubes and egg cartons
- Paper plates and lunch bags
- String, yarn, lace and felt
- Beads and bottle caps
- Stones, twigs and other natural items



You get the idea, because...

"Creativity Can make anything possible."

Share your Creation:

Join other kids around the country participating in the Creativity Comeback. Here's what you need to do:



- Take a picture of your finished creation
- Go to www.CreativityCan.com/Share or scan QR code (ask a parent to help if you are younger than 13 years old)
- Click "Share your Creation" button
- Follow on-screen instructions

Why Share?

Your name will be placed in a monthly drawing for FREE Creativity for Kids® products (prize pack worth \$100).

And, for each creation submitted, Creativity for Kids® will make a donation to the LilySarahGraceFund.org, a charity devoted to the arts and creativity in elementary schools.

"Creativity is not an option, it's an absolute necessity."

- Sir Ken Robinson

About the Creativity Comeback: CREATIVITYCAN.COM
Created by Creativity for Kids® CreativityforKids.com

Creativity
for Kids
by FABER-CASTELL