

Champion Creatively
Alive Children®

ARTS-INFUSED EDUCATION LEADERSHIP

Developing the Critical
21st Century Skills:

Creativity
Critical Thinking
Communication
Collaboration

Creativity Connects Us:

Creativity Connects
Schools with Families
Creativity Connects
the World

Art-Infused Education
Advocacy



National Art Education Association



PARTNERSHIP FOR
21ST CENTURY SKILLS

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Dear Educators,

There are countless thrilling moments between a child and an educator, but perhaps none more so than when a child's creative spark ignites, lighting a creative path forward that can last a lifetime. Equally important, research says creativity also illuminates a strong academic path forward.

The benefits of arts-infused education are undeniable: It increases student achievement; engages children more profoundly in learning; fosters the all-important 4 Cs of 21st century learning—creativity, critical thinking, communication, and collaboration; provides teachers with innovative, effective classroom strategies; creates a creative school culture that supports learning communities; and helps close the achievement gap.

In short, arts-infused education helps you reach and inspire students—and achieve meaningful results.

Crayola and the National Association of Elementary School Principals (NAESP) have teamed up to help support arts-infused education in your school. Our Champion Creatively Alive Children program empowers principals, teachers, school leaders and entire communities, providing inspiration, knowledge and tools that can unlock imagination and originality in every child.

And there's no better time to unleash those powerful forces than the elementary grades, when children are natural explorers, open to diverse sights, sounds and experiences and eager to express their thoughts, hopes and dreams.

As educators who are key advocates for children, you can also be key creative leaders in your schools. We welcome you to this exciting initiative, and we encourage you to learn more about your role in championing creatively alive children.

Most important, we are delighted to join you in keeping the creative spark of every child alive!

Colorfully yours,



Student artwork courtesy of Springville K-8 School, Portland, OR



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