

Crayola Creates Recycling Program at Urging of Bay Area Kids

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Students at Sun Valley Elementary School in San Rafael learned first hand that persistence really does pay off.

A year ago in April they asked Crayola to come up with a recycling program for old markers. When that didn't work they went online and created a change.org petition that drew more than 90,000 signatures.

The company recently created [ColorCycle](#), which will keep used markers out of landfills and the kids are declaring victor.



Third grade student Hannah Knudsen, left, helps Land Wilson spread out 33 pounds of Crayola markers for a group picture at the Sun Valley Elementary School in San Rafael, Calif. on June 6, 2013.
