

Crayola Sale in Lindsay cancelled for first time in 30 years due to COVID-19 pandemic

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The annual Crayola Sale, which takes place every fall at the Lindsay Exhibition Fairgrounds, offers discounted prices on Crayola products. The event, which has raised more than \$1 million for United Way for the City of Kawartha Lakes, is being cancelled in 2020 for the first time in 30 years due to health and safety concerns with the COVID-19 pandemic. (Photo: Crayola Canada)

The annual Crayola Sale, which takes place every fall at the Lindsay Exhibition Fairgrounds, has been cancelled for the first time in 30 years due to the COVID-19 pandemic.

According to representatives of both the United Way for the City of Kawartha Lakes and Crayola Canada, the decision to cancel the event was based on safety and health concerns.

The popular cash-only sale attracts hundreds of people seeking Crayola products — including crayons, markers, paints, and kits — at discounted prices. For past sales, people have camped out in advance to get the best selection.

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“While the decision to cancel the annual sale was a difficult one, the health and safety of staff, customers, and volunteers is our highest priority,” says Crayola Canada general manager Paul Murphy.

“The cancellation of the sale does not alter Crayola Canada’s commitment to our relationship with the United Way. We look forward to continuing to work with them and to finding new ways to support their efforts within our community.”

The sale has raised more than \$1 million for United Way for the City of Kawartha Lakes over the past 30 years.

“Crayola Canada has and continues to support our community work,” says Penny Barton Dyke, executive director of United Way for the City of Kawartha Lakes. “In the 30 years of working together with Crayola Canada employees, we have formed a deep bond and we have continued our work to help people in our community.

Dyke says organizers are working towards an alternative to the annual sale.

Comments
