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**BUILD A BETTER RELATIONSHIP AND INSPIRE YOUR CHILD'S
CREATIVITY WITH KIDS' ROOM DECORATING PROJECTS**

Cleveland, Ohio . . . *January, 2007* When do you change the décor of your child's bedroom - particularly from the 'kid' room to that of a 'teen'? It can be as early as when they turn eight or nine these days, according to Donna Schroeder, Dutch Boy Paints Color Marketing & Design Specialist.

"Kids are very sophisticated today, but every child is different," said Schroeder. "The trend seems to be creating rooms that are a little more grown up, and often times, complement the overall décor of the home."

One important point to note is that parents should always get the input of the child when designing a space for them. After all, it's going to be the child's special place, and they should have the right – within reason – to have a say in the colors selected, as well as input in the overall design motif.

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In fact, notes Schroeder, this is an excellent opportunity to build a bonding experience with children. By listening to their ideas, you will learn more about them and create a stronger connection.

“The impact of decorating one’s own space, particularly on children, becomes evident in so many facets of a child’s life,” says Dr. Susan H. Turben, a nationally-recognized child development expert. “It teaches them creativity, responsibility and respect for a job well done. It also provides for a wonderful opportunity to work together with parents or siblings.”

One of the ways to first get a child involved with the decorating process is to choose colors together or perhaps have the child draw what he or she would like his or her room to look like. One of the great tools for this method is the result of a new partnership between Crayola® and Dutch Boy Paints®. The new Dutch Boy Color Simplicity paint selection system features a new palette that includes Crayola colors tinted in Dutch Boy Kids’ Room Paint. This palette offers 96 vibrant colors and includes an actual coloring book and suggested room illustrations that kids themselves can color in to get just the right design they envision.

“We are very excited about this new collaboration with Crayola, as now both parents and their children can get involved in the painting process,” said Adam Chafe, Dutch Boy Vice President, Marketing. “Crayola is a strong brand that will connect with consumers. This partnership will offer creative ways for consumers to find the right paint solution for their needs, as well as get their children involved so that they can be enthused about the project and ultimately happy with the end result.”

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Dutch Boy's Color Simplicity paint selection system makes selecting color easier than ever before. In particular, 16 Crayola color combination and inspiration cards help adults and their children select the right hue and visualize décor options, from soft pastels and nursery-type colors to primary colors, as well as color combinations that will grow with your child's tastes. This unique approach is sure to generate the child's enthusiasm for the family project.

“Just as parents look forward their baby's or children's rooms, this is an excellent opportunity to let the child begin to develop his or her own identity, as they help design their own living space,” adds Dr. Turben. “By making choices and creating the space together, the entire family can enjoy the journey and the end result.”

For more information on the Dutch Boy Color Simplicity System, Dutch Boy Kids' Room Paint, the Crayola colors or to locate a Dutch Boy retailer, log onto www.dutchboy.com or call 1-800-828-5669.

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EDITOR'S NOTE: For high-resolution digital images of Dutch Boy's products or logos, please contact Julie Molnar at 216-696-0229, or via e-mail at jmolnar@robertfalls.com.