Crayola: El Color en la Cultura

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The world is full of vibrant colors. The clothes that people wear can represent a favorite soccer team. In some countries, certain colors represent freedom. Colors are used to celebrate holidays like Easter or Chinese New Year. Colors can be used for special occasions, like weddings, to represent love or happiness. There is an endless possibility of what colors can mean.

The images throughout Crayola: El Color en la Cultura take the reader on a world tour, from the Holi festival in India to the Day of the Dead in Mexico. So many different cultures, holidays, and celebrations are represented in this book, making it a great way to celebrate diversity and acceptance. Questions such as, “What do colors mean to you?” provide the possibility of engaging deeper with the text. Included at the back of the book is a fun activity where the reader can try to find different Crayola colors in the pictures.