

Clifford The Big Red Dog[®] Costume Tips and Instructions



Congrats! We hear Clifford is making a special appearance at your Scholastic Book Fair! Below you will find some promotional tips, casting suggestions, safety tips, and general recommendations to make the most of Clifford's visit.

Casting and Safety Recommendations:

- **We recommend** the costume be worn by someone age 18+.
- **The costume is designed to accommodate as many body types and sizes as possible**, but please be mindful that ill-fitting costumes are prone to greater than average wear and tear and are not comfortable for the wearer.
- **It is in the best interest of all concerned** to recruit a wearer that fits the costume rather than trying to force the costume to fit the wearer.
- **Have an assistant or escort.** It's important to have someone to guide, direct, and support the person wearing the costume. This person can also discourage those who attempt to mistreat Clifford.
- **The wearer should be cautious moving around children** as they could be in the wearer's blind spots.
- **Clifford needs a break too.** Take breaks at least every 20 minutes while in costume. If the wearer begins to feel too warm, they should take a break.

Promotional Tips:

- **Costume characters are a great way to promote the Fair:** visit classrooms, head a school parade, etc. The costume is **only** to be worn at your Book Fair or Book Fair event.
- **Greet parents and children** before or after school as they arrive or depart. Carry a sign announcing the dates and times the Fair is open.
- **Offer a photo opportunity** to have pictures taken with Clifford at the Fair.

Getting Into Character:

- **When Clifford is laughing**, the wearer puts one hand on his stomach and the other on his mouth and shakes. Clifford also likes to cover his eyes when someone tells a story about him. He does not speak or bark, but he is very playful, gives great big hugs, and poses for pictures.
- **Costume wearers wave hello and goodbye** and maintain a consistent level of energy.
- **Never leave the costume unattended.** The costume wearer should not drag their feet, pick up a child, or have a child sit on their lap.
- **Costume wearers should never appear in view of any children without head, hands, or feet.** It's important to keep the illusion alive that the character is real.

Ready for an adventure? Flip over for wearing instructions.

Clifford Costume Includes:

- Disposable hairnet
- Plastic molded head
- Red feet
- Red fabric fur body suit
- Red mitts

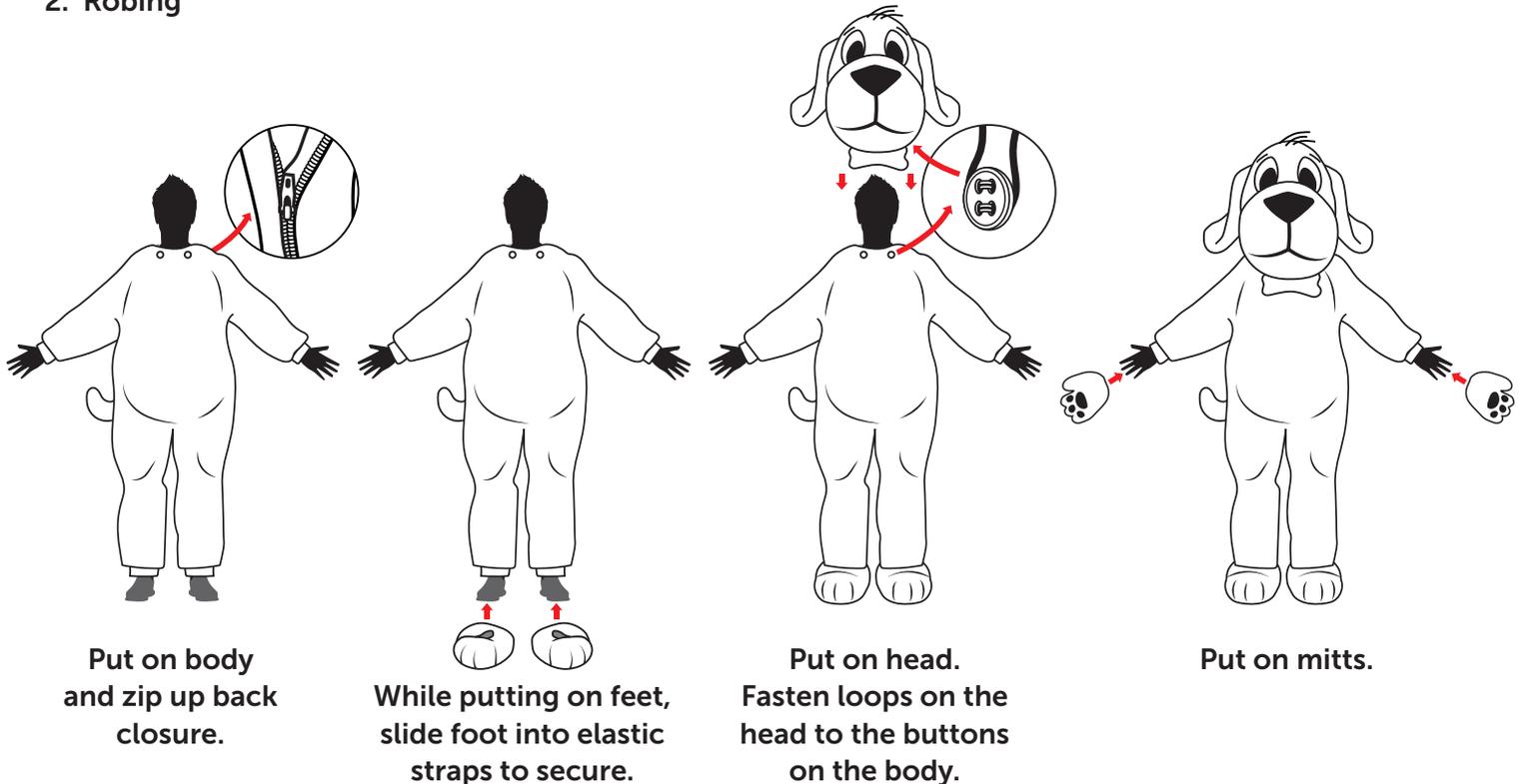
Please place all items (except for the hairnet) back in the box when you are finished with the costume.

Becoming Clifford (Putting on the Costume):

1. Prep

- Wear gym shorts or track pants and a T-shirt.
- Put on disposable hairnet.
- Wear socks or booties.
- Costumes are designed to be worn indoors. If worn outdoors, please take extra care to pin up the costume.

2. Robing



Returning the Costume:

- Clifford gets his bath at Scholastic Book Fairs®. In all fairness, who would have a tub large enough for a big red dog? Please do not clean this costume. A regular professional cleaning schedule is in place to maintain costume quality and assure Clifford arrives pristine to every Book Fair.

• Packing instructions:

Allow the costume to air out before shipping or storing it.

1. Place body suit into the box in which it arrived.
2. Place head upside down on top of body suit.
3. Pack feet and mitts inside head.

Questions or Concerns?
Contact your Book Fair representative.