



FOR IMMEDIATE RELEASE

May 9, 2017

Media Contact:

Carrie Hutchcraft 314.288.2520

carrie@magichouse.org

***Adventures with Clifford the Big Red Dog*
Debuts May 20 at The Magic House**

St. Louis, MO (May 9, 2017) — Make no bones about it. The Magic House is going to the dogs. Well, one enormous red dog at least! Beginning May 20, families are invited to spend some dog day afternoons at The Magic House when the Museum hosts *Adventures with Clifford the Big Red Dog!* Board the Birdwell Island ferry and journey to the world of Clifford™, America's beloved big red dog with a heart to match. See Emily Elizabeth™ and many of the residents of Birdwell Island. Inspired by Scholastic Entertainment's TV show *Clifford The Big Red Dog* on PBS KIDS, the exhibit offers numerous immersive "paws-on" adventures that reinforce "Clifford's Big Ideas"—ten simple tangible life lessons designed to help young children navigate their world: Share, Play Fair, Have Respect, Work Together, Be Responsible, Be Truthful, Be Kind, Believe in Yourself, Be a Good Friend and Help Others.

Kids can visit a colossal nine-foot high Clifford with a tail to slide down, just like Emily Elizabeth does on the television show. Children can help fill Clifford's big dog bowl with bones using a conveyor belt, and find "bone"-ifide treasures at T-Bone's Beach. Browse the Norman Bridwell Art Retrospective and see 50 years (that's 350 dog-years!) of artwork and stories by the creator and award-winning author of *Clifford The Big Red Dog*.

Adventures with Clifford The Big Red Dog is sponsored by Wells Fargo Advisors. The Nine Network of Public Media is the local media sponsor. The exhibit will be at The Magic House May 20 through September 4, 2017 and is free with Museum admission.

Exhibit Details:

Exhibit Entrance

Welcome to Birdwell Island, the home of Clifford and his owner, Emily Elizabeth Howard. Clifford was the runt of the litter when Emily Elizabeth adopted him. Much to everyone's surprise, Clifford outgrew all the other dogs because of Emily Elizabeth's limitless love. So, the Howards left the city and moved to Birdwell Island, where they made new friends, including Cleo, T-Bone and Mac.

Visitors enter *Adventures with Clifford The Big Red Dog* by passing Birdwell Island's **lighthouse** and board the **ferry**. Children and adults can join "Victor" and "Pedro" in the pilot house and try their hand at "steering" the ferry. Visitors hear the sounds of seagulls and ocean waves roaring as they navigate their way to Birdwell Island with the help of a three-dimensional map of the island. Children can move "tourists" around the map and visit Samuel's Restaurant, the Post Office, Cleo's Backyard, and all of Clifford's favorite places on the Island.

Samuel's Fish and Chips Shack

Say "hello!" to "Samuel" and his son "Charley," pull up a stool at Samuel's Fish and Chips Shack on the pier, and place your order (maybe Samuel's delicious fish and chips!). Children and adults can enter Samuel's Shack and role-play restaurant employees working together to restock the shelves,

cook, clean, and serve. Kids can grab an order pad, take their family and friends orders and total their bill at the cash register.

T’Bone’s Beach

No island is complete without a beach! “T-Bone” welcomes children and adults to a bone-shaped “beach” where kids can follow Clifford’s Big Ideas and “Play Fair” by taking turns hunting for seashells.

Clifford The Big Red Dog’s Doghouse

A nine-foot Clifford greets visitors in his backyard outside his doghouse. Children can take a seat next to Emily Elizabeth on the giant paws of her big red best friend and slide down Clifford’s tail.

Kids can “Be Responsible” by helping fill Clifford’s giant dog bowl using a bone-shaped conveyor belt to keep the crimson canine’s giant dog bowl full of bones.

Inside Clifford’s Doghouse, fans can create pictures, invitations, letters and more using paper, crayons, pencils and other supplies. They can display their masterpieces in the doghouse, mail them to an Island resident or take them home and bring a smile to a family member or friend.

Emily Elizabeth’s Backyard Theater and The Howard’s House

“Mac” invites visitors to take the stage with Clifford and his pals in Emily Elizabeth’s Backyard Theater.

Dressed in Cleo, T-Bone or Clifford costumes, they can get “red”dy to be the best in show. Kids can perform for family and friends sitting in the audience on bone-shaped benches. Young children use their imagination to create their own performance using maracas and drums.

Children and adults can visit The Howard’s house, complete with garage. In the front of the house, kids can pick, sort and replant flowers in a flower box. Fans can “Be a Good Friend” to Emily Elizabeth and Clifford by using lawn tools, watering cans and lawn mower to spiff-up the backyard.

Cleo’s Backyard

Adventures with Clifford The Big Red Dog’s youngest visitors will dig Cleo’s Backyard, designed especially for tots with a soft floor and “stone” wall enclosure. “Cleo” encourages toddlers to crawl through a tunnel, or play a shape-sorting activity at Cleo’s doghouse. At the “stone” wall, kids can enjoy activities as they open the doors to T-Bone’s doghouse, and are greeted by their reflection in a mirror; turn a crank to make Clifford go in and out of his doghouse; and spin two tumblers to match Birdwell Island characters to their home.

Birdwell Island Post Office

Children can join “Mr. Carson” at the Birdwell Island Post Office, and help sort and mail letters. Then they can deliver mail and pictures to the Birdwell Island residents’ mailboxes.

Birdwell Island Library and Norman Bridwell Art Retrospective

Take a break from all the action and cozy-up for a reading adventure. “Ms. Lee” welcomes visitors to the library, host to a collection of *Clifford* books. Children can practice believing in themselves and building confidence (just like Clifford!) as they share *Clifford* stories and play *games*.

At the Norman Bridwell Art Retrospective, “Jetta” invites visitors to view clips from an interview with Norman Bridwell. Children and adults can also browse artwork and get an inside look at Clifford’s character and story development during the past 50 years.

Adventures with Clifford The Big Red Dog was created by Minnesota Children’s Museum in partnership with Scholastic Entertainment, Inc. ©2017 Scholastic and logos are trademarks of

Scholastic Entertainment, Inc. CLIFFORD, EMILY ELIZABETH, CLIFFORD THE BIG RED DOG and logos are trademarks of Norman Bridwell. All rights reserved.

Scholastic Entertainment

Scholastic Entertainment (SE) is a leading producer of quality, family-oriented television programming, feature films, videos, web sites and is a major licensor and marketer of children's properties worldwide. For more information, visit Scholastic's award-winning website at www.scholastic.com.

About The Magic House, St. Louis Children's Museum

The Magic House is a not-for-profit participatory museum that provides hands-on learning experiences for children and families and encourages experimentation, creativity and the development of problem-solving skills within a place of beauty, wonder, joy and magic. Regular Museum admission is \$11 per person. Children under the age of one are free.

The Magic House is located at 516 S. Kirkwood Road, one mile north of Highway 44 in historic downtown Kirkwood, Missouri. Summer hours are Monday through Thursday, 9:30 am to 5:30 pm; Friday, 9:30 am to 9:00 pm; Saturday, 9:30 am to 5:30 pm; and Sunday, 11:00 am to 5:30 pm. Parking is always free at The Magic House. For more information, please call 314.822.8900 or visit The Magic House online at www.magichouse.org.

###