

# ELMER

## Create a Celebration!

### Elmer Picture Book Series

2019 will mark the 30th anniversary of Elmer, the first book published about the patchwork elephant. Written and illustrated by David McKee and published by Andersen Press UK (distributed in the US by Lerner Publishing), the series features more than 30 picture books and has sold more than 8 million copies in 50 languages worldwide.

### Elmer Day

In the very first book about this beloved character, the patchwork elephant tries to hide his vibrant patterns. Elmer's friends reassure him that they love him because of his unique qualities, and not in spite of them. In celebration of Elmer's appearance, the other elephants paint themselves with colors and patterns and hold a parade. **This parade marked the very first Elmer Day.**

Libraries, schools, bookstores, and community groups all over the world celebrate Elmer Day with patchwork crafts, games, and, of course, parades. **Follow international events under the hashtag #ElmerDay.**

The release of David McKee's **Elmer's Special Day** revisits Elmer Day. This time, Elmer realizes that the other jungle animals have been left out of the celebration. Elmer declares, **"everyone means everyone"** when it comes to Elmer Day. The message invites children to consider who they might be including and not including in their own play and friendships.

### Create an Elmer Day Celebration

Honoring the themes of kindness, diversity, inclusion, and friendship, explore these event and classroom materials! Visit <http://bit.ly/ElmerDayUS> for free downloads of:

#### Event Materials

- Event Tips
- Press Release
- Event Poster
- Display Poster
- Event Pennants

#### Craft Projects

- Coloring Sheets
- Elephant Mask
- Elmer Ears
- Elephant Garland
- Milk Bottle Elmer
- Paper Plate Elmer

#### Classroom Activities

- Kindness Celebration
- Celebratory Assembly
- Lesson Plans

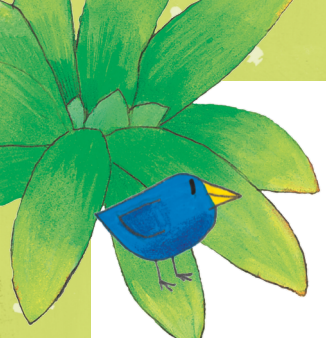
#### Games

- Dice Game
- Hide & Seek Game
- Pin the Trunk on Elmer

**"everyone means everyone"**

—Elmer's Special Day





# ELMER

## Discover More Stories!

### Featured Hardcover

**Elmer's Special Day**

9780761351542

Perfect for Elmer Day celebrations and classroom conversations about inclusion. Elmer invites all of the animals in the jungle to express their creativity and join the parade with the declaration that, "everyone means everyone."

**Elmer and Aunt Zelda**

9781512439458

**Elmer and the Birthday Quake**

9781467711173

Consider these picture books for intergenerational and grandparent events and classroom explorations. In the jungle, Elmer and the elephants always honor their elders.

**Elmer and the Race**

9781512416244

Is your classroom getting too competitive or worried about outcomes? Explore how any child can "win" the race with this read aloud. Consider creating special awards for every child in your classroom just like Elmer does.

**Elmer and the Monster**

9781467742009

A silly read aloud for story hour or for any child who might be a little afraid of monsters. The monster? It's just Bloo-Bloo, and he will teach your readers how to ROAR!

**Elmer and the Tune**

9781512481242

This a fun read aloud for an Elmer-themed birthday party as it ends with a round of the "Happy Birthday" song! Use the crafts and games available at [bit.ly/ElmerDayUS](http://bit.ly/ElmerDayUS) to create a birthday party that an elephant (or child) will not forget.

**Elmer and the Whales**

9781467734530

This picture book offers an opportunity for a treasure hunt through a bookstore or library. Can your readers go on a journey to find the non-fiction whale books just as Elmer journeys down the river to the sea to encounter whales?

### Other Great Elmer Hardcover

**Elmer and Butterfly**

9781467763264

**Elmer and Grandpa Eldo**

9781512405699

**Elmer and Rose**

9780761354932

**Elmer and Snake**

9781467720335

**Elmer and Super El**

9780761389897

**Elmer and the Big Bird**

9781467703192

**Elmer and the Flood**

9781467793124

**Elmer and the Hippos**

9780761364429

**Elmer and the Rainbow**

9780761374107

**Elmer's Christmas**

9780761380887

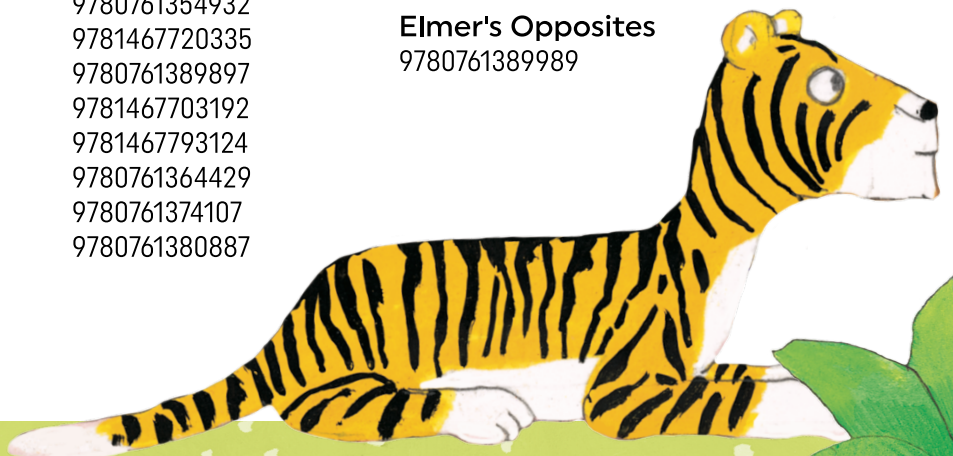
### Board Books

**Elmer's First Counting Book**

9780761389996

**Elmer's Opposites**

9780761389989





# ELMER DAY

## Top tips for holding an Elmer Day event

### 4 easy ways to promote your Elmer Day event

- Print and display Elmer Day posters in your community and create an Elmer book display.
- Use the press release template to list the event on your events' page and social media, alert community calendars, and inform the press.
- Use the hashtag **#ElmerDay** in your social media posts before and after the event to connect your event to worldwide Elmer event.
- Note: In the UK and Europe, Elmer Day is celebrated on a single day in the Spring. You can find that date each year on [www.Elmer.co.uk](http://www.Elmer.co.uk). In the US, any day of the year can be Elmer Day!

### How to hold an Elmer Day event

**Preparation:** Look for materials to hold an Elmer Day event at <http://bit.ly/ElmerDayUS>.

**Dressing Up:** Encourage everyone to come wearing their brightest colors!

**Story Time:** We recommend you read **Elmer's Special Day** aloud. This new book revisits the famous Elmer Day celebration from the very first book, but in this story, Elmer invites all the animals to express their creativity and join the parade. Prompt readers to explore their own unique traits and what Elmer's statement, "everyone means everyone" means for who should be included in their playtime.

**Play Time:** Consider playing the Elmer Hide and Seek game or Pin the Trunk on Elmer! The Elmer's Dice Game will interest pairs of readers that want quieter play.

**Get Creative:** Use any of the offered crafts (or projects of your own invention) to allow readers to create Elmer or one of the multicolored elephants or animals from the Elmer Day parade.

**Elephant Parade:** In **Elmer's Special Day**, the animals make themselves as colorful as Elmer and then hold a parade. Put on some music, invite your readers to become the characters, and hold an Elmer Day parade!



**Next Steps:** Celebrate the success of your Elmer Day event by sharing pictures on social media using **#ElmerDay**. Continue the fun by reading Elmer books in story time sessions throughout half-term week (see the list included in the back) with the year. Look for the Discover More Elmer Stories! sheet for more programming ideas.





# Press Release

## Elmer Day Celebrations at:

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**Where:** .....

**When:** .....

### About the event:

Children and their families are invited to Elmer Day! Come dressed in your brightest colors to celebrate the beloved patchwork elephant. Kind and curious Elmer has a look all his own and is ready to play with anyone in the jungle. We'll be reading his picture books created by David McKee and published by Andersen Press, playing games, making crafts, and holding a parade. Together we will celebrate what makes us unique and to declare that in the jungle and in our playtime, "everyone means everyone."

### About Elmer Day:

2019 will mark the 30th anniversary of the first book published about the patchwork elephant Elmer. Written by David McKee and published by Andersen Press, the series features over 30 picture books and has sold over 8 million copies in 50 languages around the world.

In contrast with his fellow gray elephants, Elmer is covered in colorful patchwork. The classic character allows young children to explore what makes them unique and the diversity of the community around them. Elmer's attempt in the very first book to hide his unique patchwork results in his friends reassuring Elmer that they love him because of his differences, and not in spite of them. In celebration of Elmer's appearance, the other elephants paint themselves with colors and patterns and hold a parade. This parade marked the very first Elmer Day.

Schools, libraries, bookstores, and community groups all over the world celebrate Elmer Day in the real world with patchwork crafts, games, and, of course, parades. Readers can follow international events under the hashtag #ElmerDay.

The release of David McKee's **Elmer's Special Day** revisits Elmer Day in the jungle. This time, however, Elmer realizes that the other animals in the jungle have been left out of the celebration. Elmer declares, "everyone means everyone" when it comes to Elmer Day. The message resonates farther, inviting children to consider who they might be leaving out in their own play and friendships. Once again, Elmer stands for the celebration of self and the inclusion of all.

**For more information about the event, contact:**

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# ELMER DAY



#ElmerDay

Dress in your **brightest** colors  
and join us for a **celebration** of everyone's  
**favorite** patchwork elephant!



Where: .....

When: .....

For more information please contact:

.....

Everyone  
means  
everyone.





# ELMER



"Everyone means everyone." —Elmer



The background is a grid of approximately 10x10 squares, each filled with a different color. The colors include various shades of red, orange, yellow, green, blue, purple, pink, and black. The squares have a slightly textured, hand-painted appearance. Overlaid on this grid is a large, thin pink triangle that points downwards. The triangle's top edge is near the top of the image, and its bottom vertex is near the bottom center. The text "Everyone means everyone." is centered within the triangle in a white, bold, sans-serif font.

**Everyone  
means  
everyone.**



## A simple, stylized illustration of a blue bird with a yellow beak, standing on a small patch of ground. The bird is facing right. The background is a light blue sky with a few white clouds.



