

Clifford the Big Red Dog

Standard Sized Costume

Costume Guidelines and Character Information

PLEASE NOTE THAT SCHOLASTIC COSTUME CHARACTERS CANNOT BE USED FOR POLITICAL PURPOSES OR TO ENDORSE PRODUCTS OR COMMERCIAL BUSINESSES OF ANY KIND.

- Costume wearers should be between 5'4" and 5'9", women's size 6-14 or men's waist size 28-40.
- Costumed Clifford must be accompanied by a representative from your station or organization at all times to guide Clifford around and answer questions.
- The costume is extremely warm to wear! Wearers should get a water/bathroom break *at least* every 20 minutes, or more often if they are outside or in hot temperatures. Costume wearers should not wear anything heavier than light shorts and a t-shirt/tank top (and socks on their feet) inside the costume. Have plenty of water on hand- ice packs are also helpful.
- Clifford doesn't speak.
- Clifford should never take his costume head off in view of children.
- Clifford is not allowed to endorse products or commercial businesses.
- Clifford cannot perform with other costumed characters, though they may appear in different areas of the same event.
- Clifford should NOT do anything objectionable like lift his leg or push a kid. *Always assume a young child is nearby and watching Clifford's every move.*
- Clifford can wave, point in the direction he wants people to go, hug people, pat the tops of their heads, hold hands, shake hands, rub his tummy, put his arm on people's shoulders, and wave some more.
- Clifford is: friendly, loyal, curious, protective, irresistible, lovable, heroic, eager, fun loving, big-hearted and enthusiastic.

- Clifford is innocent, adorable and very "other" centered – it's not about him, it's all about his family and his friends.
- The key is that Clifford is really a kid at heart so he would never think of doing anything that a bigger kid would do – he's just a little kid. Clifford's target audience is 3 - 7 year old children.
- Clifford does not sing or dance onstage.
- Be careful with the costume- Do not let food or paint or glitter-glue near Clifford. Also be very gentle with the zipper!!!

About *Clifford the Big Red Dog*

Clifford the Big Red Dog is a "bone"afide children's literary classic. Written by Norman Bridwell and first published by Scholastic in 1963, there are now more than 115 million Clifford books in print. In fall 2000, everyone's favorite BIG red dog made his TV debut on PBS KIDS and the animated series rapidly became one of today's biggest hits. The top-rated show has received numerous accolades, most notably multiple Daytime Emmy Award nominations and the Humanitas Prize in the children's animation category for a groundbreaking episode about disabilities.

For more information about Clifford the Big Red Dog, visit:

www.pbskids.org/clifford/

WHO IS CLIFFORD?

The two words that come to mind when fans first meet Clifford are BIG and RED! But Clifford is so much more than that! He's friendly, big-hearted, loyal, fun loving, and kind. Clifford is a kid at heart and personifies the hopes, dreams, and fears of his young audience. His reactions to situations are wide-eyed and innocent and he learns from his mistakes. And he doesn't think twice about standing up for what is right. Always, we see very clearly that Clifford thinks like a dog, acts like a dog, smells like a dog – hey! He is a dog.

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