

## Super Why and Friends Costumes Guidelines and Character Information

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

- For Super Why: Male person wearing costume should be between 5'6" to 5'8" and medium build.
- For Wonder Red: Female person wearing costume should be between 5'6" to 5'8" and thin to medium build.
- For Alpha Pig: Male person wearing costume should be between 5'1" to 5'3" and medium to heavy build.
- For Princess Presto: Female person wearing costume should be between 5'3" to 5'5" and medium to heavy build.
- For Woofster: Person wearing costume should be between 5'6" to 5'10" and medium build.
- Someone MUST accompany costume characters at all times to help guide them from place to place and to help manage and respond to interactions with the public.
- The costume is extremely warm to wear! There are fans in the heads. Before persons wear the costume, the batteries should be checked. 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. Please have plenty of water on hand. Ice packs can also be helpful.
- SUPER WHY! should never take their head or any part of the costume off in view of the public. A private changing room should be secured where the public will not see a partially dressed character. Public restrooms are not acceptable changing spaces.
- Characters should NEVER smoke, eat or drink (except water) while wearing any part of the costume.
- We discourage sharing the Super Why costumes. This can be a way to transmit illnesses and infections between people. Try to use one performer if possible
- At the end of an event day hang the costume in a well ventilated secure area. Spray the inside with rubbing alcohol to sanitize and allow it to dry completely before packing the costume in the road case. DO NOT PUT THE COSTUME AWAY WET!
- If the costume is gets wet due to weather hang costume in front of a fan and allow it to dry completely before packing it up. Be careful with the costume! Gently handle the head and other parts. Lay them on a clean safe surface when not in use.
- SUPER WHY! characters are upbeat, friendly, and warm.
- SUPER WHY! characters SHOULD NEVER do anything antisocial (e.g. push a child, gesture inappropriately). Always assume a young child is nearby watching.
- SUPER WHY! characters can wave, point in the direction they want people to go, hug people, pat the tops of their heads, hold hands, shake hands, and put their arm around people's shoulders.
- If multiple characters are appearing, they should always try to walk together.
- Target audience for the SUPER WHY! characters are boys and girls 3 to 6 years old.

## **SPEAKING**

The characters should generally not speak. If they need to speak, the only things they can say are:

**Super Why:** "Super Why with the power to read"

**Wonder Red:** "Wonder Red with Word Power"

**Alpha Pig:** "Alpha Pig with Alphabet Power"

**Princess Presto:** "Princess Presto with Spelling Power"

**They can all say:** "Super Readers to the Rescue!"

### **About SUPER WHY!**

With a breakthrough interactive approach to reading education, classic fairytales with an innovative preschool twist and colorful and empowering young heroes, SUPER WHY! is the only preschool property created to help kids learn the fundamentals of reading through interactive storybook adventures. The standout, imagination-stimulating series focuses on the adventures of four fairytale friends who transform into reading-powered superheroes: Alpha Pig with Alphabet Power, Wonder Red with Word Power, Princess Presto with Spelling Power, Super Why with the Power to Read and Super YOU with the Power to Help. Together, they are the "Super Readers"! The Super Readers jump into books (literally) to find answers to everyday preschool challenges and embark on exciting adventures, where they play interactive reading games to overcome obstacles and save the day. In every fantastical episode of SUPER WHY!, young viewers dive directly into a pop-up story to experience a brightly-illustrated children's tale brought to magical life.

For more information about SUPER WHY!, visit [pbskids.org/superwhy](http://pbskids.org/superwhy).

### **Who are Super Why and friends?**

#### **Super Why**

Super Why is the ultimate preschool superhero with the "Power to Read!" He leads his friends into books to find answers to questions. Wearing his signature superhero costume and wielding his powerful Why Writer, Super Why can transform words and sentences to change the story!

#### **Wonder Red**

Wonder Red skates on to the scene to solve word problems and move the story forward! With her super sonic skates, signature superhero suit and Wonder Words Basket, Wonder Red uses word decoding, rhyming, and blending skills on story adventures.

#### **Alpha Pig**

With his Amazing Alphabet Tools, Alpha Pig uses alphabet skills to overcome obstacles in the story! Wearing his signature Alpha Pig costume and tool belt and carrying his trusty toolbox, Alpha Pig slides in to the rescue.

#### **Princess Presto**

Princess Presto magically makes things appear and happen in the story with her spectacular spelling and writing skills! Dressed in her beautiful ball gown and sparkling crown, she twirls in and to the rescue!

#### **Woofster**

Woofster is the newest Super Reader! He exhibits typical puppy behavior...but ramped up to SUPER puppy levels! He can run faster than all the other dogs! He can leap higher than any other dog...he can leap as high as your head! He can catch flying objects with super doggie speed! His nose can sniff out any trouble and his ears perk up at the first sign of danger. He's not just any ordinary dog, because he has puppy power! With Dictionary Power, Woofster helps the Super Readers and home viewer learn new words that appear in each adventure.

#### **Costume Management**

The Mascot Organization

1-877-9-MASCOT

1-877-MASCOT-5 fax

[pbs@mascot.org](mailto:pbs@mascot.org)

#### **Please return costumes to:**

The Mascot Organization LLC

Attn: Costume Manager

65 East Wilson Bridge Road Ste E

Worthington OH 43085