

# Celebrate IMAGINATION and the Artist Within You!

Join in the fun at our event featuring  
*The Artist Who Painted a Blue Horse*  
by Eric Carle



**When:** \_\_\_\_\_

**Where:** \_\_\_\_\_

**Time:** \_\_\_\_\_

**For more information, call:**  
\_\_\_\_\_

## Tips and suggestions for your Eric Carle event:

- Create nametags that say, “My name is \_\_\_\_\_ and I am a good artist who likes to draw \_\_\_\_\_.” Let the children fill in their own names and what they like to draw. Size #5163 Avery Labels work well.
- Stock up on *The Artist Who Painted a Blue Horse* by Eric Carle as well as Eric Carle backlist (see title listing on right). Have a storytime read aloud.
- Have an arts and crafts portion of your event. Be sure to stock up on crayons, markers, construction paper, child-friendly scissors, glue sticks, and other decorations. Get the kids’ creativity flowing with the following activities:
  - Let kids work together to decorate the black-and-white side of the oversized standee enclosed in this kit. They can use crayons, markers, and even cut out shapes from colored paper to collage parts of the horse.
  - Make copies of the reproducible activity sheets included on the back of the poster in this kit.
  - Stock up on wooden popsicle sticks and let kids create their own “frame” for their artwork. They can even create small ornaments by “framing” a small piece of artwork and attaching a ribbon loop at the top so their art can hang from a tree or mantle.
  - Ask children to draw their favorite animal or character from Eric Carle’s books—have some books on display to give them inspiration.
- Consider adding *The Artist Who Painted a Blue Horse* plush from Kids Preferred to your shelves in time for your event. There are also many other World of Eric Carle merchandise items available such as toys, plush, games, puzzles, apparel, and accessories. Visit [www.ericcarle.com](http://www.ericcarle.com) for more info.

### Display the oversized standee in your store to enter The Eric Carle Blue-tique Bookseller Sweepstakes!

#### Step 1:

Create an Eric Carle Blue-tique in your store!

- You must use the “Color-in your own horse” oversized standee (included in this kit) as a centerpiece for your Blue-tique.
- The rest of your Blue-tique is up to you—set up promotional tables, create signage, etc.

#### Step 2:

E-mail a photo of your Eric Carle Blue-tique to [yrmarketing@us.penguin.com](mailto:yrmarketing@us.penguin.com) with the subject line “Eric Carle Blue-tique” (or mail a photo—see details in mini-rules below) to enter for a chance to win a Very Hungry Caterpillar rocker.

- All e-mail and mailed entries must be received by December 1, 2011.
- One lucky bookstore will be chosen in a random drawing to receive the grand prize of a Very Hungry Caterpillar rocker.



The caterpillar rocker is 26 inches long and 19 inches tall, the perfect size for toddler to ride. (ARV = \$120.00)

No purchase necessary. Open to booksellers in the fifty United States and the District of Columbia, age 18 or older. Sweepstakes begins October 1, 2011. Emailed entries must be received no later than December 1, 2011, 11:59:59 PM Eastern Time. Mailed entries must be sent to Penguin Young Readers Marketing, Attn: Eric Carle “Blue-tique” Photo Sweepstakes, 545 Hudson Street, New York, NY 10014. Mailed entries must be postmarked on or by November 23, 2011 and received on or by December 1, 2011. Winner will be selected on or about December 8, 2011. Void where prohibited by law. Go to <http://booksellers.penguin.com> for full Official Rules and details on how to enter.

## Stock up on these books to create your Eric Carle Blue-tique!

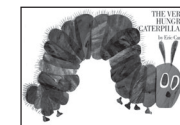


**The Artist Who Painted a Blue Horse**  
978-0-399-25713-1  
\$17.99 (\$21.00 CAN)  
Strict-on-sale: 10/4/11



**El artista que pinto un caballo azul (Spanish ed.)**  
978-0-399-25735-5  
\$17.99 (\$21.00 CAN)  
Strict-on-sale: 10/4/11

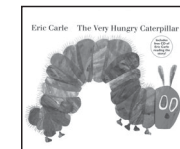
### Also Available



**The Very Hungry Caterpillar**  
HC: 978-0-399-20855-9  
\$21.99 (\$27.50 CAN)  
BB: 978-0-399-22690-8  
\$10.99 (\$15.50 CAN)  
Mini: 978-0-399-21501-4  
\$5.99 (\$7.50 CAN)



**Little Cloud:**  
*A Draw-with-Chalk Book*  
978-0-448-44418-5  
\$6.99 (\$8.50 CAN)



**The Very Hungry Caterpillar Board Book with CD**  
978-0-399-24745-3  
\$15.99 (\$20.00 CAN)



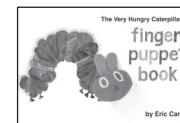
**Mister Seahorse**  
HC: 978-0-399-24269-4  
\$17.99 (\$21.00 CAN)  
BB: 978-0-399-25490-1  
\$8.99 (\$10.50 CAN)



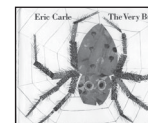
**The Very Hungry Caterpillar Board Book and Plush Package**  
978-0-399-24205-2  
\$16.99 (\$21.00 CAN)



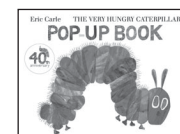
**My Very Special Scrapbook**  
978-0-448-45085-8  
\$4.99 (\$5.99 CAN)



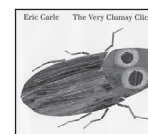
**The Very Hungry Caterpillar's Finger Puppet Book**  
978-0-448-45597-6  
\$12.99 (\$16.00 CAN)



**The Very Busy Spider**  
HC: 978-0-399-21166-9  
\$21.99 (\$31.50 CAN)  
BB: 978-0-399-22919-0  
\$11.99 (\$15.00 CAN)  
Mini: 978-0-399-21592-6  
\$6.99 (\$9.99 CAN)



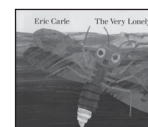
**The Very Hungry Caterpillar Pop-up Book**  
978-0-399-25059-2  
\$29.99 (\$37.50 CAN)



**The Very Clumsy Click Beetle**  
978-0-399-25201-5  
\$22.99 (\$29.00 CAN)



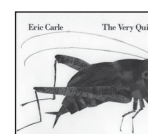
**My Own Very Hungry Caterpillar Coloring Book**  
978-0-399-24207-6  
\$5.99 (\$7.50 CAN)



**The Very Lonely Firefly**  
HC: 978-0-399-22774-5  
\$22.99 (\$34.50 CAN)  
BB: 978-0-399-25427-9  
\$11.99 (\$17.00 CAN)



**Dream Snow**  
HC: 978-0-399-23579-5  
\$22.99 (\$26.50 CAN)



**The Very Quiet Cricket**  
HC: 978-0-399-218885-9  
\$22.99 (\$32.00 CAN)  
BB: 978-0-399-22684-7  
\$12.99 (\$18.00 CAN)

See your sales rep for a complete list of Eric Carle books.