

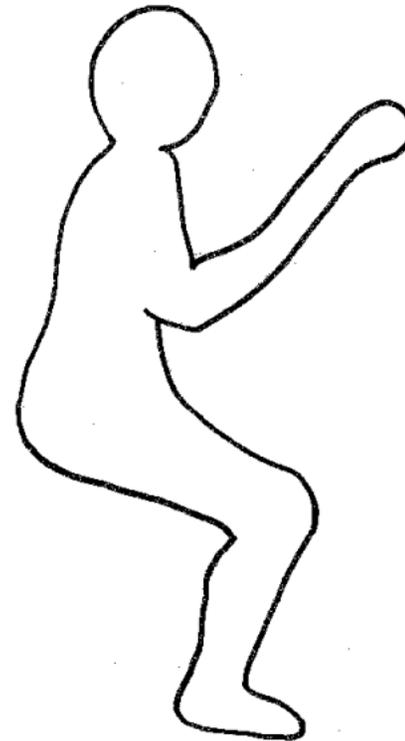
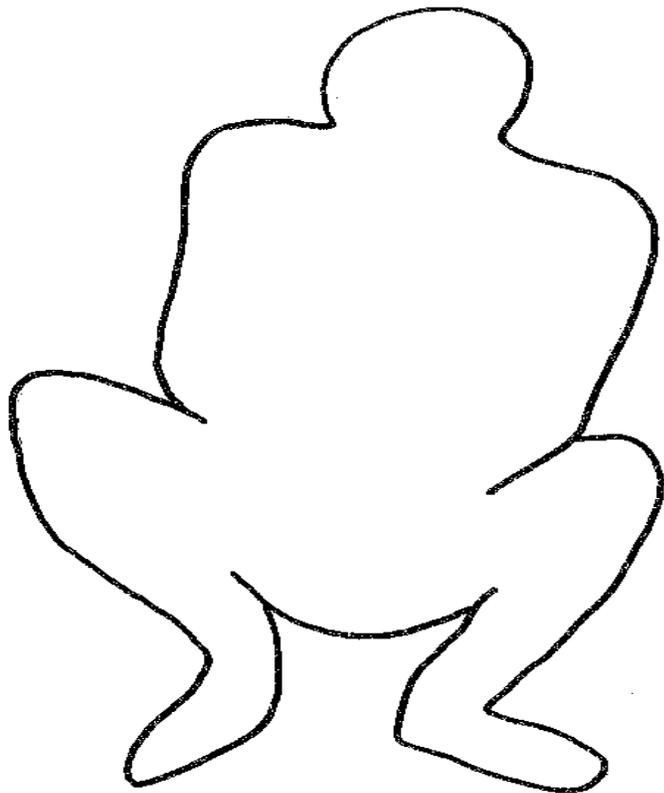


“Beneath the Surface”

Promotion

# Promotions

Provide silouettes, shapes or tunnels to go through.



# Promotion : School Visits

- Get in character, you want them to remember your visit!
- Send hand-outs home with them.
- See if you can present a short and sweet presentation for a large group instead of going to each classroom.
- For older students, see if you can set up a sign-up table during their lunch time.

# Advertise

- Make sure you are in the local newspapers.
- Tell them something unique about your program.
- Have local businesses get on board by putting up flyers and/or contributing in some way. If they contribute, they have a vested interest in promoting your program.

# The Big Event

- Plan something “big” if your kids reach their reading goals.
- Invite community members to share in the fun.
- Get excited!
- Use some system to show the progress of the teens and tweens reaching their goals.

# Buried Alive!

- Coffin will “buried” in mulch.
- Event will take place outside of the library.
- Public is invited and a short eulogy will be read.
- You can put a “false bottom” in the top of the lid. When the lid is placed on, bring the false bottom down on top of you.
- When the coffin is dug up you will be gone!

# Programs



# Hobbit Program

- **Gold Ring Toss Game**
- **Kick a Bad Hobbit** Put a picture of a hobbit on a ball and have kids gently kick it back and forth while in a circle or ring.
- **Gnome Bowling** Use a cabbage to knock down water bottles used as pins. Cover the water label with a gnome picture. The trick is to bowl while bending over and throwing the cabbage between your legs to the pins.

# Hobbit Program

- **Troll, Troll, Gnome** Played like duck, duck, goose except the person who is “it” chooses an opaque container that may have glitter, water, worms, or whatever in it. The contents are then spilled upon the chosen party. The surprise is what is in the container!
- **Hoppy Hobbit Relay Race** You do this relay race using the large bouncing balls with handles that kids hop on.

# Hobbit Program

- **Trolling for Trouble** In this game you make up a pack of Troll cards. On the back of the card is something you have to do such as growl like a troll, stand on one leg, tell a joke, make a troll face, etc. Each participants gets one “pass” if they want to pick a different card.

# Hobbit Program

Hobbit Program

## Refreshments

- Root Beer or Ginger Ale
- Pickles
- Cookies
- Candy

