



# Tanglewood

Dear Bookseller:

Everybody loves a dog ... or a cat ... or both. Bring young animal lovers to an event at your bookstore. This kit will provide you with everything you need.

Invite young children - ages 3-7 - and their families to a dog/cat celebration. Send invitations to everyone on your mailing list. Post flyers on school bulletin boards and leave them in the office for teachers to pick up. Put a poster on your store window. Stuff flyers into bags. Supply local day-care centers with flyers. Be sure to list the event in the local paper.

Because your audience is young, keep the event short and active. Start with a reading of MY DOG, MY CAT by Ashlee Fletcher.

After you've read the picture book once, read it again, but this time with audience participation. Divide the kids into two groups: those who like dogs best and those who prefer cats. Then give them a chance to tune up. Dog lovers: bark. Cat lovers: Meow. Now they're ready.

Read the first spread:  
"I HAVE A DOG."

Point to the dog lovers and have them bark.

Then the facing page:  
"AND I HAVE A CAT."

Point to the feline fanciers and have them meow.

Read through the entire book with kids providing the animal sounds for every spread.

At the end, have a rousing moment of everyone bellowing at once.



Time for a song or two! "How Much Is that Doggie in the Window" and "The Cat Came Back" are easy to sing.

Snacks? Animal Crackers, of course.

Now take out the sign-up poster and write the names of the children on either the TEAM DOG or TEAM CAT side. (If kids are able to sign themselves in, that's even better!) As the kids declare their preferences, give them a Team Dog or Team Cat sticker. Hang the poster at child's reach after the event, so other kids can sign in as the weeks go by.

Hang a bulletin or magnetic board in the store and invite families to post pictures or photographs of their favorite dog or cat. When the bulletin board is bursting at the seams, put it in your store window and feature animal books for a themed display.

Host a community pet parade. Partner with a pet store or with the public library. Families can bring their pets or carry placards with a photo of their pet. Be sure to let the local papers and news programs know, so they can cover the event. Enter each participating family in a raffle to win a gift certificate to the store.

Please tell us about your event. Send pictures or descriptions so we can post them on our website.

Have a doggone good time,



Peggy Tierney  
Publisher

We will also post the materials in this kit on the Tanglewood website so you can download them at any time.

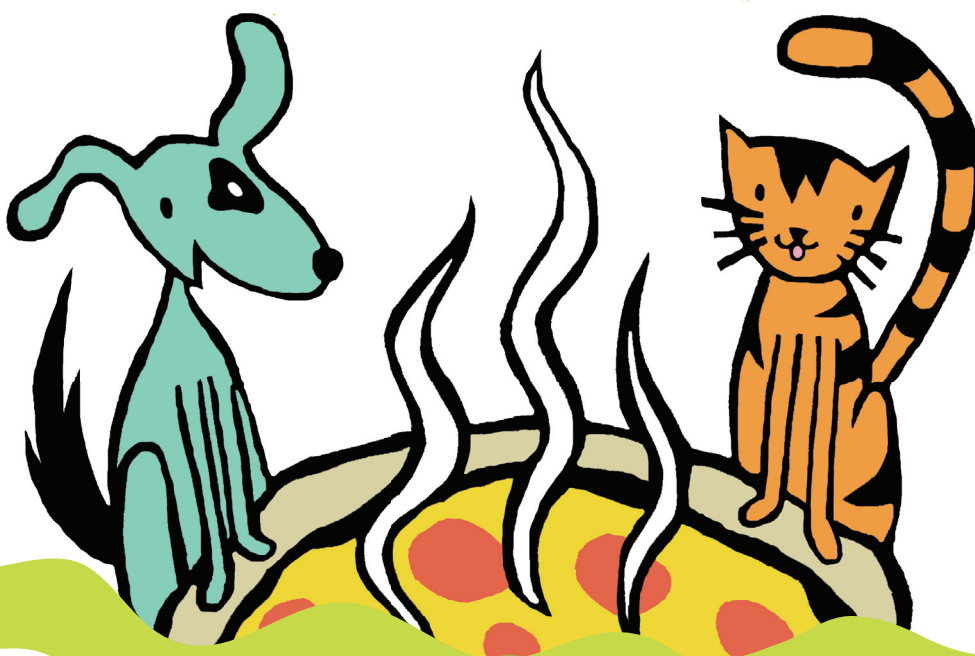
### **Tanglewood**

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## WHAT YOU'LL FIND IN OUR MY DOG/MY CAT EVENT KIT

1. Greetings and suggestions for your store's dog/cat celebration from Peggy Tierney, Publisher, Tanglewood.
2. A piece of art created by Ashlee Fletcher just for the stores who receive the kit.
3. A template for the invitation flyer. All you'll have to do is fill in your store name and street address, the date and the time, and run off as many copies as you need.
4. A poster announcing the event to hang in store or on your window!
5. A sign-up poster so kids can declare their favorite: dog or cat?
6. TEAM DOG and TEAM CAT stickers to give out to kids as they sign the poster.
7. A banner to hang over a bulletin or magnetic board or right-on-the-wall display of family pet photographs.



**Boys and Girls, Moms and Dads,**

You are invited to celebrate your best friends at our

**WE LOVE OUR DOGS/  
WE LOVE OUR CATS EVENT**



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On:

At:

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*See you there!*

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