



Bay Area Discovery Museum

Fort Baker
557 McReynolds Road
Sausalito, California
94965-2614

Media Contact
Jennifer Caleshu
tel 415/339-3942
fax 415/339-3943
media@badm.org

PUBLIC INFO
415/339-3900
baykidsmuseum.org

HOURS
Tues-Fri, 9am-4pm
Sat-Sun, 10am-5pm

ADMISSION
\$7.50 children (1-17)
\$8.50 adults
\$6.50 seniors (62+)
Free under 1 & members

NEWS

For Immediate Release
April 25, 2007

Contact: Jennifer Caleshu
(415) 339-3942
jcaleshu@badm.org

NEW! Adventures with Clifford The Big Red Dog **Opens October 6 at the Bay Area Discovery Museum**



Sausalito, CA— Board the Birdwell Island ferry and journey to the world of Clifford™, America's beloved big red dog with a heart to match. See Emily Elizabeth™ and many of the residents of Birdwell Island. Inspired by Scholastic Media's top-rated TV show *Clifford The Big Red Dog*® on PBS KIDS®, the exhibit offers numerous immersive "paws-on" adventures that reinforce "Clifford's Big Ideas"—ten simple tangible life lessons designed to help young children navigate

their world: Share, Play Fair, Have Respect, Work Together, Be Responsible, Be Truthful, Be Kind, Believe in Yourself, Be a Good Friend and Help Others. *Adventures with Clifford The Big Red Dog* opens at the Bay Area Discovery Museum Saturday, October 6, and will be here through January 6, 2008.

Kids can visit a colossal nine-foot high Clifford with a tail to slide down, just like Emily Elizabeth does on the television show. Children can help fill Clifford's big dog bowl with bones using a conveyor belt, and create sand art and find "bone"-ified treasures at T-Bone's Beach. Browse the Norman Bridwell Art Retrospective and see 40 years (that's 280 dog-years!) of artwork and stories by the creator and award-winning author of *Clifford The Big Red Dog*.

Exhibit Entrance

Welcome to Birdwell Island, the home of Clifford and his owner, Emily Elizabeth Howard. Clifford was the runt of the litter when Emily Elizabeth adopted him. Much to everyone's surprise, Clifford outgrew all the other dogs because of Emily Elizabeth's limitless love. So, the Howards left the city and moved to Birdwell Island, where they made new friends, including Cleo, T-Bone and Mac.

(more)

Visitors enter *Adventures with Clifford The Big Red Dog* by passing between Birdwell Island's East and West lighthouses and board the ferry. Children and adults can join "Victor" and "Pedro" in the pilot house and try their hand at "steering" the ferry. Visitors hear the sounds of seagulls and ocean waves roaring as they navigate their way to Birdwell Island with the help of a three-dimensional map of the island. Children can move "tourists" around the map and visit Samuel's Restaurant, the Post Office, Cleo's Backyard, and all of Clifford's favorite places on the Island.

Samuel's Fish and Chips Shack

Say "hello!" to "Samuel" and his son "Charlie," pull up a stool at Samuel's Fish and Chips Shack on the pier, and place your order (maybe Samuel's delicious fish and chips!). Children and adults can enter Samuel's Shack and role-play restaurant employees working together to restock the shelves, cook, clean, and serve. Kids can grab an order pad, take their family and friends orders and total their bill at the cash register.



Musical Marina

As children and adults make their way along the pier, they encounter "Mary" at the Musical Marina. Kids can play a variety of instruments, including Clifford's giant Xylobone and drums from around the world. Remember to share instruments as you boogie to the music and improvise Clifford The Big Red Dog's theme song.

T'Bone's Beach

No island is complete without a beach! "T-Bone" welcomes children and adults to a bone-shaped "beach" where kids can create sand art with beach toys and hunt for buried treasures. Kids can follow Clifford's Big Ideas and "Play Fair" by taking turns hunting for seashells.



Clifford The Big Red Dog's Doghouse

A nine-foot Clifford greets visitors in his backyard outside his doghouse. Children can take a seat next to Emily Elizabeth on the giant paws of her big red best friend and slide down Clifford's tail. Kids can "Be Responsible" by helping fill Clifford's giant dog bowl using a bone-shaped conveyor belt to keep the crimson canine's giant dog bowl full of bones.

(more)

Inside Clifford's Doghouse, fans can create pictures, invitations, letters and more using paper, crayons, pencils and other supplies. They can display their masterpieces in the doghouse, mail them to an Island resident or take them home and bring a smile to a family member or friend.

Emily Elizabeth's Backyard Theater and The Howard's House



"Mac" invites visitors to take the stage with Clifford and his pals in Emily Elizabeth's Backyard Theater.

Visitors can choose a Clifford The Big Red Dog video clip as a backdrop on a big screen. Dressed in Cleo, T-Bone, Mac or Clifford costumes, they can get "red"dy to be the best in show. Kids can perform for family and friends sitting in the audience on bone-shaped benches. Young children use their imagination to create their own performance using maracas and rhythm sticks.

Children and adults can visit The Howard's house, complete with garage. In the front of the house, kids can pick, sort and replant flowers in a flower box. Fans can "Be a Good Friend" to Emily Elizabeth and Clifford by using lawn tools, watering cans and lawn mowers to spiff-up the backyard.

Cleo's Backyard



Adventures with Clifford The Big Red Dog's youngest visitors will dig Cleo's Backyard, designed especially for tots with a soft floor and "stone" wall enclosure. "Cleo" encourages toddlers to crawl through a tunnel, or play a shape-sorting activity at Cleo's doghouse. At the "stone" wall, kids can enjoy activities as they open the doors to T-Bone's doghouse, and are greeted by their reflection in a mirror; turn a crank to make Clifford go in and out of his doghouse; and spin two tumblers to match Birdwell Island characters to their home.

Birdwell Island Post Office

Children can join "Mr. Carson" at the Birdwell Island Post Office, and help sort and mail letters. Then they can deliver mail and pictures to the Birdwell Island residents' mailboxes.

(more)

Birdwell Island Library and Norman Bridwell Art Retrospective

Take a break from all the action and cozy-up for a reading adventure. “Ms. Lee” welcomes visitors to the library, host to a collection of Clifford books. Children can practice believing in themselves and building confidence (just like Clifford!) as they share Clifford stories and play Clifford’s Learning Adventures, an interactive CD-ROM, on the computer.

At the Norman Bridwell Art Retrospective, “Jetta” invites visitors to view clips from an interview with Norman Bridwell. Children and adults can also browse artwork and get an inside look at Clifford’s character and story development during the past 40 years.

Adventures with Clifford The Big Red Dog was created by Minnesota Children’s Museum in partnership with Scholastic Entertainment, Inc. ©2004 Scholastic and logos are trademarks of Scholastic Entertainment, Inc. CLIFFORD, EMILY ELIZABETH, CLIFFORD THE BIG RED DOG and logos are trademarks of Norman Bridwell. All rights reserved.

About Scholastic Media

Scholastic Media (SM), the entertainment and media division of Scholastic, is a leading producer of quality, family-oriented content across multiple platforms, including feature films, television programming, videos, interactive and audio products, and web sites, and is a major developer and marketer of children's brands worldwide. Among SM's award-winning and top-rated productions are the animated series Clifford The Big Red Dog (PBS KIDS®); the Emmy award-winning spin-off series Clifford's Puppy Days (PBS KIDS); I SPY (HBO Family); The Magic School Bus (TLC); Goosebumps®; Animorphs®; and the newest series Maya & Miguelä (PBS KIDS GO!). SM's critically-acclaimed feature films include Clifford's Really Big Movie, The Indian in the Cupboard, The Babysitters Club Movie, and The Mighty. SM is also producing the forthcoming film The Golden Compass, based on the award-winning Philip Pullman trilogy His Dark Materials, for New Line Cinema. Scholastic is a co-creator of the new multi-platform qubo network for children, which promotes literacy and positive values through entertainment. Provided by Scholastic, Dragon is the new pre-school series airing on qubo.

(more)

*Bay Area Discovery Museum
Jennifer Caleshu, (415) 339-3942, jcaleshu@badm.org*

Bay Area Discovery Museum

Located at the foot of the Golden Gate Bridge, the nationally recognized Bay Area Discovery Museum is a one-of-a-kind indoor/outdoor family museum that offers a full range of activities for children ages 8 and younger. The Museum's unique programs feature hands-on art and science exhibits, performances, workshops, and special events -- all with a focus on fun!

Families can explore a life-size shipwreck in Lookout Cove, climb aboard a real fishing boat, encounter a simulated tide pool, net plastic crabs in Bay Hall, create art in Studios 5 & 10, discover science in Wave Workshop, and romp in the Tot Spot, an interactive learning environment for kids 43" and under.

###

Bay Area Discovery Museum
Jennifer Caleshu, (415) 339-3942, jcaleshu@badm.org