



Some BIG Facts about Clifford

- Scholastic will celebrate the 50th anniversary of Clifford the Big Red Dog in the 2012-2013 school year including the 'BIGGEST' Birthday Party ever in New York City on September 24th; the event will be streamed live to classrooms nationwide.
- There are more than 126 million Clifford books in print in 13 languages; the first Clifford book, *Clifford the Big Red Dog* was published in 1963.
- The animated Clifford television show is in its 12th consecutive season on PBS KIDS[®]; it has been sold to more than 30 countries worldwide.
- The series' educational messages, Clifford's Big Ideas (*Share, Help Others, Be Kind, Be Responsible, Play Fair, Be a Good Friend, Believe in Yourself, Have Respect, Work Together and Be Truthful*) focus on simple, tangible life lessons that are designed to help young children navigate their world as they become part of an ever-expanding community.
- The character Emily Elizabeth from the Clifford book series is named after Norman Bridwell's daughter Emily Elizabeth.
- Norman Bridwell has been married to his wife Norma for more than 50 years.
- Norman Bridwell was born and raised in Kokemo, Indiana.
- Clifford was originally to be called "Tiny," but instead was named "Clifford" after an imaginary childhood friend of Norma Bridwell's.
- Clifford stars in his very own live touring musical, scheduled to visit more than 50 cities during the anniversary year.
- Clifford is also the star of a travelling museum exhibit called "Adventures with Clifford the Big Red Dog".
- The BE BIG[™] campaign launched in 2009 and invites everyone to take action and raise awareness for how Clifford's BIG Ideas can make the world a better place. Its mission is to recognize and reward others for their BIG actions, to catalyze change in local communities, and to provide resources for everyone to share BIG ideas.