



ABOUT THE TV SERIES

The animated television series, produced by Scholastic Media, is based on the books of the same name and uses classic storytelling to present universal social, emotional, and moral messages to young children. The fun-filled episodes follow Clifford and his pals (both canine and human) as they play, discover and interact with each other and the inhabitants of Birdwell Island (an homage to Norman Bridwell), learning that good friends are what life is all about. The stories are fun, gentle and kid-relatable — and deal with every-day issues that kids are experiencing. Most importantly, children learn that the world is out there to be discovered with gusto.

Clifford is big and red... but he's also friendly, big-hearted, loyal, fun-loving, and sweet. He's a kid at heart, representing the hopes, dreams and fears of the show's pre-school audience. His reactions to situations are wide-eyed and innocent, he learns from his mistakes, and he doesn't think twice about standing up for what is right. But despite all of Clifford's kid-like characteristics, he's 100% canine!

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. They are positive character traits modeled by the characters in the *Clifford The Big Red Dog* series. The ideas represent social and emotional challenges that children face and must master in the course of development. Each episode supports one or more of these ideas through classic storytelling, and concludes with a one-minute vignette featuring Clifford and his friends modeling (or learning to model!) one of these ten Big Ideas.

Clifford The Big Red Dog emphasizes good citizenship and the importance of community. Through the character of Clifford, whose heart is as big as he is, children absorb gentle lessons about acceptance and inclusion. It's Clifford's "every dog" kindness that has made him a beloved icon with children and parents for 50 years. Regardless of the specific topic, Clifford's stories always demonstrate tolerance, encouraging young viewers to approach the world with open hearts and minds.