It’s Curiosity Day!

A special annual celebration of fun, learning, and excitement with Curious George!
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Every child is a curious child. You can turn this curiosity into a lifelong love of reading by hosting a fun-filled family event celebrating books. Who better to act as host than everyone’s favorite mischievous monkey, Curious George?

**Curiosity Day** is an annual event in Boston, Mass. Together, Houghton Mifflin Harcourt and WGBH, Boston’s local PBS station, have helped thousands of kids, parents, and grandparents celebrate a love of reading and learning. The popular event draws thousands of attendees each year.

Based on these wonderful Boston celebrations, this packet will help you plan your own **Curiosity Day**. Contents include a planning list, reproducible sheets, activity suggestions, a recommended booklist, and some tips we’ve learned over the years.

**Have fun!**
**Curiosity Day**

**Planning Your Event: The Basics**

**Talk to possible partners**
- If you are bookseller, talk to your local librarian, and vice versa. Working together, you can get an even larger crowd for your Curiosity Day and make great connections for future events.
- Contact your local PBS station—they air the Emmy Award–winning television show *Curious George* and might be willing to give a DVD of episodes to show, provide volunteers, or have crafts/activities available.

**Find a location**
- Your bookstore or library may have a big open space for read-alouds, crafts, snacks, and more. If not, be creative! Community centers, churches, synagogues, or elementary school gymnasiums could all be great spaces.
- If you are using a Curious George costume, you’ll need to allow for space for a long line of kids eager to meet him. See the next page for details on ordering a costume for your event.
- A central location near public transportation is ideal, but you know your community best.
- If you pick an outside venue, make sure you have an indoor location as a backup plan in case of inclement weather.

**Pick a date and time**
- Curiosity Day is timed to be near the birthday of Curious George creator H. A. Rey—September 16—so it’s fun to have your event near that date.
- Be mindful of religious holidays, including Yom Kippur, Rosh Hashanah, and others.
- Check your community calendar to be sure your party won’t conflict with another large-scale family event that day.
- The event is best for toddlers and preschoolers, so keep naptime in mind.
- Be sure to schedule the end of your event well in advance of closing time. People will be having such a good time, they won’t want to leave!
Curiosity Day

Reserve a Curious George costume  (limited quantity available)
- Call Costume Specialists at 1-800-596-9357 or email chillman@cospec.com to reserve a Curious George costume.
- You will need one person to wear the costume and another to act as his escort.
- Remember: Curious George doesn’t talk!

Sign up a storyteller or celebrity reader
- As a bookseller or librarian, you are probably an experienced storyteller. However, you will most likely be very busy with other tasks during the event, so it’s a good idea to line up a person dedicated to reading books, leading songs, and telling stories.
- A professional storyteller is a great fit and might be willing to appear for free in exchange for the opportunity to hand out business cards.
- Invite a local celebrity! The mayor might be willing to stop by, or the fire chief could come read Curious George and the Firefighters. Do you have a celebrity chef in your midst who would read Curious George Makes Pancakes? A local baseball player or other sports figure is always a big draw.

To snack or not to snack?
- This depends on the venue; some locations will have rules about food. The Boston event serves mini-cupcakes. Yes, they are a bit messy, but they are also hugely popular! Be sure the servers know the ingredients of whatever you are serving, and avoid common allergens such as peanuts.

Place book order
- Kids will have such a great time, they’ll want a Curious George book to take home! This packet includes a suggested book order list.
- If you are a librarian hosting a Curiosity Day, contact your local bookseller to see if they want to sell books during your event.
- If you need help finding someone to sell books at your event, please contact Customer Service at (800) 225-3362 or tradecustomerservice@hmhco.com.

Promote!
- This packet includes a page with publicity and promotion suggestions.
Decorate

- Create a colorful, inventive window or shelf display using Curious George books, red and yellow streamers, and construction paper balloons.
- Include a large event poster with the date and time of your celebration. A smaller template for this is included in this kit and may be used as a window or bulletin-board flyer.

**Tip:** Make yellow bananas out of construction paper, with the headline “I’m Curious about” and a blank space where kids or their parents can write in the subject. Add the completed bananas to your display.

**Tip:** Cut out images of George (see page in this kit) and tape them all around your event space—on cash registers, on shelf ends, even on bathroom doors and mirrors! Keep in mind that your guests are small, so place them at lower vantage points so kids can discover them.

**Tip:** Consider purchasing one or more Curious George plush dolls (shop.gund.com/c/plush-curious-george) to use in your display year after year!

Snacks

If you’re looking to include food in your festivities, consider these ideas!

- Order cupcakes. Mini ones are best for little fingers! Have red and yellow napkins on hand too. Other popular options include bananas, goldfish, or pretzels.

**Tip:** It’s best to separate the cupcakes or snacks from the rest of the activities. It will be a bit hectic, so you’ll want to strategize ahead of time about crowd control.

Organize crafts and activities

Pre-Event Icebreakers

- As the children trickle in, pass out the activity sheets from this kit that you’ve reproduced in quantity. Visit pbskids.org for additional fun Curious George activities to print out and copy.

**Tip:** Have plenty of crayons, safety scissors, and tape on hand for kids to use.

**Tip:** If your event space is carpeted and kids will work on the floor, consider providing rectangles of cardboard to use as a writing surface.
Curiosity Day

Icebreakers, continued

- Once everyone is present, gather the children together and have them sit on the floor. Introduce Curious George and Curiosity Day and talk about the various activities you have planned. Start by being curious about your audience. Say the alphabet slowly and invite kids to stand up when the first letter of their name is called.

**Tip:** Have two or more event helpers hold up a sheet with each alphabet letter as you call it out.

Event Activities

- Play “Pin the Banana on the Tree.” This requires a bit of advance preparation but can be a lot of fun. Create a tall tree from brown and green construction paper and cut out yellow bananas. On Curiosity Day, one child at a time, tie a yellow bandanna around a child’s eyes, put some tape and the child’s name on a banana, and see how many children can get their bananas on the tree near the leaves.

- Sing songs! Before your event, learn one or both of these monkey-themed children’s songs: “I’m a Little Monkey” (watch and listen on You Tube: www.youtube.com/watch?v=J-7W-r4KV2s) and/or “Five Little Monkeys Jumping on the Bed” (watch and listen on You Tube: www.youtube.com/watch?v=ePKBP9GEAE). If you have the necessary equipment, you can play these videos for the children and invite them to sing along!

- Play “The Man with the Yellow Hat Says”—played the same as “Simon Says,” but done with Curious George–type activities (“MWYH says pretend to eat a banana,” “MWYH says scratch yourself like a monkey,” etc.).

Curious George costume guidelines

- Be sure you have water on hand and a bathroom the actor can use while on a break.

- Determine whether you will be taking photos for guests or if guests will be able to use their digital cameras or cell phones. Include this information in your advertising. If you are taking Polaroid or digital photos for guests, you’ll need people to work cameras, open film, take email addresses, etc.

- Stanchions or cones work well to keep a line, and you’ll need staff members to help maintain order.

**Tip:** Have a coloring sheet or sticker sheet handy to give to kids who get shy around Curious George and don’t want to meet him. That way they’ll have a memento to take home.
Curiosity Day

Publicizing and Promoting Your Event: Tips and Tricks

Get Curiosity Day listed as the place to be!

- Contact your local newspaper’s events calendar for inclusion in their print and online listings.
- Look at your local NPR station’s website. Many have post-it-yourself online event calendars.

Start spreading the word!

- **Booksellers:** send an email blast to your enewsletter subscribers, offering a discount on *Curious George* or another children’s book on the day of your event.
- **Librarians:** Post flyers (template follows) in your library and other branches.
- Make sure to update your website and Facebook pages with details about the event.
- Start Tweeting three to four weeks before your event.
- Create large posters (see next page for information about downloadable logos and images) for your window displays and lobbies.
- Send flyers (template follows) to local daycare centers and preschools. Post them in neighborhood parks and coffee shops. Drop off copies at local children’s clothing stores and toy stores.

Build some buzz!

- Talk with your local nightly news or cable station. Curiosity Day makes for a great feel-good photo opportunity!
- If you have a local celebrity or city figure attending, be sure to let the media know that the individual is available for interviews on the day of your event.
- Are there parenting websites or popular mom bloggers focused on your area? Be sure to let them know the details of your event.
- Talk to other local merchants—a raffle for a basket of local goods (coupons for family-friendly restaurants, children’s clothing stores, sporting goods stores, etc.) could benefit everyone!
Curiosity Day

Online Materials

Visit curiousgeorge.com/curiosity-day to download free Curiosity Day and Curious George logos and images to use in creating your advertising and promotional materials!

**Tip:** Use the logos and images to make small flyers or bookmarks to use as bag stuffers in the weeks leading up to your event.

**Tip:** Spice up your website and eNewsletter to customers and patrons with cute spot art and logos to promote your Curiosity Day event.

**Tip:** If you place an advertisement for your event in your local newspaper, use the logos and images in your design to make your ad really pop!

**Tip:** Use the logos and images and a box of printer labels to make cute stickers to hand out at your event.

Find these images—and more—at curiousgeorge.com/curiosity-day!
Celebrate Curiosity Day with Curious George!

Stories! Songs! Games!

Every child is a curious child. Turn that curiosity into a lifelong love of reading at this fun-filled family event celebrating books!

Date:

Time:

Location:

curiousgeorge.com
Curiosity Day Name Tags

HELLO, MY NAME IS

HELLO, MY NAME IS

HELLO, MY NAME IS

HELLO, MY NAME IS

HELLO, MY NAME IS

HELLO, MY NAME IS
Suggested Book List for Curiosity Day

- Curious George Storybook Collection (ISBN 978-0-547-39631-6)
- Curious George Goes to the Beach (ISBN 978-0-395-97838-2)
- Curious George Goes to the Zoo (ISBN 978-0-544-11000-7)
- Curious George Saves His Pennies (ISBN 978-0-547-81853-5)
- Curious George Goes to a Bookstore (ISBN 978-0-544-32073-4)
- Curious George Plants a Tree (ISBN 978-0-547-29776-7)
- Curious George Visits the Library (ISBN 978-0-618-065684)
- Curious George and the Firefighters (ISBN 978-0-618-49496-5)

For a full list of Curious George titles, visit curiousgeorge.com.
H(ans) A(ugusto) Rey was born on September 16, 1898, in Hamburg, Germany. He grew up there near the world-famous Hagenbeck Zoo, and developed a lifelong love for both animals and drawing. Margarete Elisabeth Waldstein (who would be known to most of the world as Margret Rey) was also born in Hamburg, on May 16, 1906. The two met briefly when Margret was a young girl, before she left Hamburg to study art. They were reunited in 1935 in Rio de Janeiro, where Hans was selling bathtubs as part of a family business and where Margret had gone to escape the political climate in Germany. Margret convinced Hans to leave the family business, and soon they were working together on a variety of projects.

Hans and Margret were married in Brazil on August 16, 1935, but they moved to Paris after falling in love with the city during their European honeymoon. It was there that Hans published his first children’s book, after a French publisher saw his newspaper cartoons of a giraffe and asked him to expand upon them. *Ragi et les 9 singes* (*Cecily G. and the Nine Monkeys* in English) was the result, and marked the debut of a mischievous monkey named Curious George.

After *Ragi et les 9 singes* was published, the Reys decided that Curious George deserved a book of his own, so they began work on a manuscript that featured the lovable and exceedingly curious little monkey. But the late 1930s and early forties were a tumultuous time in Europe, and before the new manuscript could be published, the Reys—both German Jews—found themselves in a horrible situation. Hitler and his Nazi party were tearing through Europe, and they were poised to take control of the city. Knowing that they must escape before the Nazis took power, Hans cobbled together two bicycles out of spare parts. Early in the morning of June 14, 1940, the Reys set off on their bicycles. They brought very little with them on their pre-dawn flight . . . only warm coats, a bit of food, and five manuscripts, one of which was *Curious George*. The Nazis entered Paris just hours later but the Reys were already on their way. They rode their makeshift bicycles for four long days until reaching the French-Spanish border, where they sold them for train fare to Lisbon. From there they made their way to Brazil and on to New York City, where they began a whole new life as children’s book authors.

You can read the full story behind the Reys’ dramatic escape in *The Journey That Saved Curious George*, written by Louise Borden and illustrated by Allan Drummond.

*Curious George* was published by Houghton Mifflin in 1941, and for seventy-five years George has been capturing the hearts and minds of readers throughout the world. All the Curious George books, including the seven original stories by Margret and Hans, have sold over 75 million copies. So popular that his original story has never been out of print, George has become one of the most beloved and most recognizable characters from children’s literature.

For more information, visit curiousgeorge.com.
Some Fun Facts about George

- More than 75 million copies of Curious George books have been sold worldwide.

- *Curious George* has been translated into many languages, including Yiddish, Afrikaans, Braille, Japanese, French, Portuguese, Swedish, German, Chinese, Danish, and Norwegian.

- Curious George first appeared in *Cecily G. and the Nine Monkeys*, which was published in France in 1939. He was called Fifi in those editions.

- Hans Rey first saw his future wife, Margret, at a party in her father’s home in Germany, where she was sliding down the banister.

- When *Curious George* was published in 1941, King George was the king of England. So as not to be disrespectful to the king by associating him with a monkey, Curious George was called Zozo in England.

- The Reys created *Curious George Goes to the Hospital* at the request of officials at Boston Children’s Hospital who wanted a book to prepare children for a hospital stay. After it was published, many parents wrote to the Reys to tell them how effective the book was in reducing their child’s fear of hospitals.

- A newspaper clipping about two mice that were sent into space to study the effects of weightlessness inspired the story of George’s own space flight in *Curious George Gets a Medal*.

- Many of the Reys’ own interests and adventures found their way into the Curious George books. Both Hans and Margret were very fond of animals, and their first stop in a new city was always the zoo. Hans smoked a pipe; they lived among palm trees in Brazil; they rode out of Paris on bicycles; and they left Europe on an ocean liner. All of these details were woven into Curious George stories.

- The Curious George books were a true collaboration. Hans was usually in charge of the ideas and the illustrations, while Margret handled the plot and the writing.

Note: The following pages contain reproducible activities for you to copy and distribute to your guests at your event. Enjoy!
Color Me!

Curious about hats?
Curious George lollipop treat!
Color Me!

Curious George goes fishing!
Color Me!

Curious George reads a book!
Let's Draw Curious George!

Let's learn how to draw Curious George!

**Step 1** Start with George’s eyes.

**Step 2** Next comes George’s face.

**Step 3** Then draw George’s nose.

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Let’s Draw Curious George!

**Step 4** Give George a big smile!

**Step 5** Add the top of George’s head. Do you think George is starting to look like George?

**Step 6** George’s eyebrows and fur outline come next!

**Step 7** Don’t forget George’s ear!

It’s done!
Using crayons and/or markers, use this sheet to make Curious George masks!

Print this page on white card stock. Color George, then cut out his head. Glue a Popsicle stick to the back. You now have your Curious George mask!

Be sure to cut out eye holes so you can see!
George is on a nature hike and wants to collect leaves. Can you help him?
George wants to take a bike ride. Can you help him find his way to the pond?
Connect the Dots with George
Curious about Spelling?

Fill in the letters to finish the words.

- hat
- dog
- ball

- track
- clock
- duck

- car
- frog
- jacks
**Curious George Word Search**

Help George find these words. They can go forward, backward, up, down, and even diagonally.

- curious
- monkey
- silly
- banana
- balloon
- friends
- movie
- jungle
- city
- count
- fun

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curiousgeorge.com • Reproducible
There are two ways to play the Curious George Matching Game.

**Game 1:** Play by yourself or with a friend. Lay out all cards face-up. Look for the pictures of Curious George that are the same. Put the matching cards on top of each other. Continue until all pairs are found.

**Game 2:** Find a friend to play with you. Lay out all cards face-down. Player 1 begins by turning over two cards. If the two cards have matching pictures, Player 1 gets to keep the pair. If the two cards do not match, Player 1 turns both cards face-down and it becomes Player 2’s turn. The game continues until all pairs are found.
Let Curious George decorate your pencil tops! Cut out the toppers on the solid lines, including the lines under each image and the openings at the top. Fold at the dotted line to create two sides to each topper. Put the eraser of your pencil through the opening at the top, and wrap the bottom tabs around your pencil. Tape to secure.
Door Hanger

Cut out the image below on the solid black lines. Fold it on the red seam to create a two-sided door hanger. Tape the open edges together to seal. Hang it on your bedroom doorknob!

I'm curious about dreams.

Shhh

I'm curious about play time.

Come on in!
Curiously Fun Activities to Take Home!

Curiosity Day doesn’t have to end after the event is over!
Use the below ideas to add a little Curiosity and adventure into your child’s life each day!

1. Play rhyming games using new words
2. Create a cookie recipe and bake a big batch
3. Have your child read bedtime stories to his/her stuffed animals
4. Write daily entries in a shared journal
5. Create sock puppets and put on a show
6. Write a song and serenade each other
7. Draft an adventurous story
8. Take a nature hike
9. Create an obstacle course and host your own mini-Olympics
10. Plant a vegetable or flower garden
11. Host a party! Create fun decorations and make your own scrumptious snacks
12. Using body paint, put on a funny face
13. Draw portraits of each other
14. Make up silly words and their definitions
15. Create your own deck of cards and play “Memory”
16. Play “Simon Says”
17. Build a lemonade stand and sell your homemade lemonade
18. Whip up a batch of pancakes on a Sunday morning
19. Construct cities and skyscrapers with your favorite building blocks
20. Read a book to your child, then let him/her dream up the ending before revealing how the story really ends
21. Take silly selfie photos together and text them to family members
22. Create costumes and act out a skit
23. Play “Guess the Object”—put an object in a small jar and shake it
24. Host a “Mystery Night”—hide items in your home and leave clues on where to find them
25. Play “school”—have your child be the teacher and you be the student
26. Make homemade presents for each other
27. Create “thinking of you” cards for each other
28. Put together a family newsletter
29. Take funny pictures of each other and create a collage
30. Pick flowers and leaves and press them
31. Create your own holiday and ways to celebrate it
32. Do kid-robics
33. Visit a zoo
34. Visit the library
35. Create your own family flag
36. Share what you like about yourselves and each other
37. Have a storytelling contest
38. Have a spelling bee
39. Host a book club
40. Create and draw a fictitious animal
41. Visit a museum
42. Learn a new word from a different language each day
43. Have a water fight with your garden hose on a hot summer day
44. Build a snowman and/or make snow angels
45. Write letters to someone
46. Visit a park
47. Create a “Me” book compiled with pictures and literature
48. Build a puzzle
49. Pretend you are movie stars and make your own commercial and/or movie
50. Draw your favorite thing in the whole world
51. Play “Jeopardy”
52. Reminisce over family photos and videos
53. Visit a beach
54. Have a bubble-blowing contest
55. Play double Dutch
56. Sing along to your favorite songs
57. Create a rock garden
58. Learn how to make chocolate
59. Pretend you are astronauts and create your own planet to visit
60. Play tug of war
61. Play hide-and-seek
62. Collect different instruments and form a family band
63. Practice yoga poses named for animals like Downward Dog, Camel, Lion, and Cobra
64. List all of the countries and cities you would like to visit
65. Draw pictures out on the sidewalk with colorful chalk
66. Dance to different types of music
67. Draw a map of your neighborhood including important landmarks
68. Name all of the circular/rectangular/triangular items in one room
69. Design the menu for an imaginary restaurant
70. Climb and count the number of stairs in your entire house
71. Tell jokes to make each other laugh
72. Have a three-legged race
73. Pick a country and have food from that region for dinner on Saturday night
74. Climb a tree
## PICTURE BOOKS

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## CLASSIC ADVENTURES

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<tr>
<th>Title</th>
<th>ISBN</th>
<th>Price</th>
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<tr>
<td>Curious George and the Bunny</td>
<td>978-0-544-56568-5</td>
<td>$6.99</td>
<td>Board Book</td>
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<td>Curious George and the Rocket</td>
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<td>Curious George Loves to Ride</td>
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## CLASSIC COLLECTION

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<td>978-0-544-56239-4</td>
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