



Dear Bookseller, Teacher, and Librarian,

Welcome to the world of the Spiderwick Chronicles!

The courageous Grace children (with the help of Tony DiTerlizzi, Holly Black, and Simon & Schuster Books for Young Readers) want to warn everyone about the world of faeries through *The Spiderwick Chronicles, Book #1: The Field Guide*; *Book #2: The Seeing Stone*; *Book #3: Lucinda's Secret*; and *Book #4: The Ironwood Tree*. So prepare to make some faeries frenzied, some goblins growl, and some house brownies banter!

Within this treasure chest you will find:

- *games*
- *riddles*
- *wood elf masks*
- *trading cards*
- *drawing activities and more!*

WARNING: We *cannot* ensure that faeries, goblins, brownies, and/or other magical creatures will allow your party to take place without creating mischief. Computers crashing, copy machines jamming—Simon & Schuster Children's Publishing cannot be held responsible for these, or any other, setbacks. So we beg you to take the necessary precautions (be aware of faerie-protection methods).

We can, however, assure you that your event will bring smiles and cheers to guests of all ages. Good luck, be well, and may you always wear your socks inside out!

Sincerely,

Michelle Montague

DIRECTOR OF MARKETING, TRADE

Simon & Schuster Children's Publishing
1230 Avenue of the Americas, 4th floor
New York, NY 10020
Email: michelle.montague@simonandschuster.com



SUGGESTED EVENT SCHEDULE . . . for your own safety!

One Month Ahead

- Pick a date and time for your event.
- Check your inventory of *The Spiderwick Chronicles*:
Book #1: The Field Guide,
Book #2: The Seeing Stone,
Book #3: Lucinda's Secret, and
Book #4: The Ironwood Tree, and place your order . . . in red ink!

Three to Four Weeks Ahead

- Promote the event in your store calendar, newsletter, or local newspaper. (Avoid pixie publications at all costs!)
- Notify your customers, local schools, libraries, and after-school groups, etc.
- Make a list of all the materials that you might need, such as crayons, pencils, tape, leaves, string, shoeboxes, etc.
- MOST IMPORTANTLY, begin collecting faerie-protection devices:
 1. Gather ANYTHING RED!
(Faeries are repelled by the color red.)
 2. Remind staff to turn articles of clothing inside out.
(This seemingly bizarre gesture repels faerie pranks.)
 3. Find a twig from an oak tree, an ash tree, and a thorn tree that grow close together, and bind them together with red thread. Carry them on your person(s).
- Make sure you have enough staff handy to help out with leading games, such as **In Pursuit of Spiderwick** . . . and for warding off nosy phookas.

One to Two Weeks Ahead

- Photocopy the reproducible activity sheets.
(Once again, we are not responsible for paper jams.)
- Make arrangements to have materials listed above for the event.

CONTINUED ON NEXT PAGE >



Event Day

- Double-check handouts and have them waiting nearby for easy distribution.
- Faerie-proof your event area with suggestions listed above.
- Set out game boards and game pieces.
- Once guests arrive, read your favorite excerpt from one of The Spiderwick Chronicles books.
- Play the **In Pursuit of Spiderwick** game.
- Read another favorite Spiderwick excerpt to the group.
- Then pass out the **Morph into a Wood Elf** activity, **Dress a Sprite** activity, and other reproducible activity sheets. Allow children (and other guest creatures) to color on their own.
- Hand out trading cards approximately 15 to 20 minutes before the event ends, giving kids a chance to trade if they'd like. (Note: Remind children NOT to trade with any goblins that may have snuck in. Goblins will eat trading cards.)

After Event Day

- E-mail michelle.montague@simonandschuster.com with a recap of your Spiderwick event.
- Please send any photographs to:
SIMON & SCHUSTER CHILDREN'S PUBLISHING
ATTN: MICHELLE MONTAGUE-4TH FLOOR
1230 AVENUE OF THE AMERICAS
NEW YORK, NY 10020
- Be sure to include a photo in your next newsletter.
- Don't forget to restock **The Spiderwick Chronicles!**
- Watch for the finale of *The Spiderwick Chronicles, Book #5: The Wrath of Mulgarath*.