



HOW TO HOST YOUR OWN ELMER DAY

We're so excited to see you host your own **Elmer Day** events as part of the National Year of Reading!

Everyone is invited to **Go All In** and join the fun this Elmer Day, and while the official date for this year's Elmer Day is **Saturday 23rd May**, we invite schools and libraries to celebrate at a time that works best for them, whether that's during the week leading up to the day itself or over half term. However you're celebrating, from dressing up to making colourful craft projects, or taking fun photos with our new Elmer filter, don't forget to share using **#ElmerDay**, and tagging **@elmerthepatchworkelephant**

Download the Elmer Day resource pack and explore additional resources at: elmer.co.uk/elmer-day

PLAN YOUR DAY – RETAILERS

Turn your store patchwork this Elmer Day with reading sessions, activities and colourful window displays for families and your local community.

Planning Checklist

- Create colourful window displays with our Elmer POS packs
- Build a dedicated Elmer book and merchandise display in-store
- Print out the event poster and share in-store ahead of your planned Elmer Day event
- Log your event on the official Elmer Day Map (www.elmer.co.uk)
- Send the press release template to your local paper
- Promote your event on social channels using the
- Social Media Pack and **#ElmerDay**

ON THE DAY

- **Dressing Up:** Encourage everyone to wear bold, bright and patchwork colours.
- **Story Time:** Read your favourite Elmer stories, such as *Elmer and the White Bear*.
- **Play Time:** Hide the animal cards around your space and play Elmer's Hide and Seek game! Reward everyone who finds Elmer and his friends with an Elmer Day sticker.
- **Get Creative:** Use the craft activities included in this pack. You could make Elmer ears, Elmer masks, a whole herd of patchwork elephants out of milk bottles or colour in Elmer's patchwork.



Elmer and the White Bear
Discover David McKee's last picture book, illustrated by his dear friend Marysia Milewski



EXCLUSIVE FOR ELMER DAY 2026

See Elmer in 3D augmented reality: scan the QR code on the poster or if you're on a phone right now, go straight to highstreetsafari.com/Elmer.html to take photos and videos with 3D Elmer live in your space, and flip the camera to try our brand-new Elmer filter and see yourself with Elmer's ears and trunk!

Next Steps: Celebrate the success of your Elmer Day event by sharing pictures on social media using **#ElmerDay**. Continue the fun by reading Elmer books for story time sessions throughout half term week and beyond (discover new Elmer stories at the back of this pack).