



## You're invited to an Amelia Journaling Event!

Join us for a fun-filled journal-writing workshop for girls!

Where:

When:

*Detach at perforations*

Fill in the blanks above.  
Then tear out the postcard master, and photocopy multiples as needed onto sturdy paper. If you are using a color copying machine, use the reverse side.  
Affix postage, address, and mail!



### Event Tips

- Merchandise the Amelia books nearby to make them handy to customers.
- Hold a drawing for a free *Amelia's Middle-School Graduation Yearbook*.
- Thank your guests for coming by handing out the free Amelia buttons included in this kit.

Amelia's

## STEP-BY-STEP BIRTHDAYS



#1 Cake — after all, you need something to hold the candles!

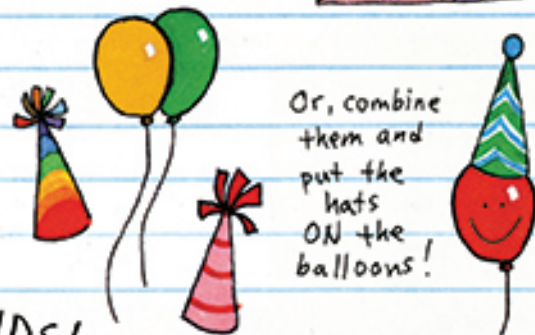


#2 Presents — always nice to have!



#3

Party Hats and Balloons!



Or, combine them and put the hats ON the balloons!

YOUR FRIENDS!

#4

The most important ingredient of all!

HOORAY!



Amelia

# Amelia's Birthday Journaling Event Planner

*Suggestions for hosting an in-store Amelia journaling event!*



Girls love Amelia's notebooks—her unique and offbeat perspective on life inspires them to write journals of their own! Now you can use Amelia's popular appeal to offer your customers an event that's fun, easy to plan, and a great way to increase interest in journal writing.





## Getting Started

- To promote your Amelia event, use the attached postcard slick to create postcards that you can send to girls on your in-store mailing list.
- Place signs in your children's area and cash register area to promote the event.
- Garner free publicity by sending an announcement of the event to your local newspaper's events editor.



## Setting Up the Area

- Have plenty of writing tools on hand to help girls express themselves. Washable markers, colored pencils, and colored pens make it more fun to write and doodle. Distribute them throughout the group so that each girl has access to what she needs.
- Have the stickers and mini journals ready and available for each girl.
- Make sure there is plenty of room for girls to spread out and create.
- A large table with chairs is the best layout.



## Breaking the Ice

- A great icebreaker is to have girls tell the group about something fun that they recently did, such as a trip to the beach or an amusement park. This will also get them thinking about what they want to write in their journal.



- A twist on this icebreaker is to have girls tell about something funny that recently happened to them.
- Have name tags available for girls to personalize and decorate.



## Facilitating the Event

- Refer to the ideas in "Write On! Tips for Your Own Terrific Notebook" to help facilitate your event. Download the PDF from [marissamos.com](http://marissamos.com) under the "Journaling Hints" section.
- Read through the guide with the girls, stopping periodically to get their thoughts. For example, ask if they have ever made up a story or if they have ever written down how they feel when they are sad.
- Get them going by reviewing the starter ideas on the second page of "Write On!"
- Encourage girls to embellish their mini journals with pictures and drawings, as Amelia suggests in "Write On!"
- If a girl gets stuck, help her organize her thoughts by asking her to tell you what she wants to write about. "Write On!" describes ways Amelia overcomes her own writer's block, and these ideas can help boost girls' confidence.



## Make It Fun!

- Journaling is all about having fun and expressing yourself. Remind girls that this is their own personal journal and that they can write whatever they want. There is no right or wrong approach.
- Scratch-outs only add character. Girls shouldn't worry about making mistakes. After all, Amelia makes mistakes, too.
- Give positive feedback to the girls as they write in their journals.
- Encourage girls to use the Amelia stickers and their own drawings to decorate their mini journals in a fun way.
- Let girls know that their stories do not have to be completed at the event. They can continue them at home.



# Amelia's Birthday Quiz

① Which flavor ice cream would you choose?



② You bite into something that tastes extra delicious. You:



③ Your idea of the perfect present is something that:



If you answered mostly A's, B's, C's, or D's, it's your lucky day - HAPPY BIRTHDAY!!

## Celebrate Birthdays!

- Have fun making your own birthday cards. Girls can make a card for Amelia or any of their favorite fictional characters.
- Use the birthday cards here as examples of using comic strips or quizzes to give a unique spin to their cards.