

MY FATHER'S DRAGON

Based on the beloved stories by

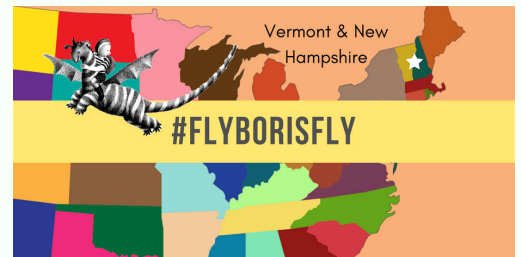
RUTH STILES GANNETT



#FlyBorisFly

The touring cast is traveling with a pop-up lobby display that depicts Elmer riding Boris the Dragon away to freedom. Elmer's face is cut out, to encourage audience members to take photos of each other flying with Boris. We encourage audiences and presenters to have fun with this and post on their social media using #FlyBorisFly.

We will also be using #FlyBorisFly on our own social media to follow the show around the country. We encourage you to repost when we get to your area.



#IfIWereElmer

We have prepared a poster in support of this audience engagement suggestion. This 17 x 11 inch poster is available for download on the Dragon Downloads webpage. The #IfIWereElmer campaign encourages audiences to put themselves in Elmer's shoes. Where would they go if they were Elmer? What would they do? We have two suggestions on how to make this campaign come alive.

1. With the campaign poster, hang a long sheet of butcher paper along a wall or portable whiteboard or bulletin board. Draw lines on the paper, spaces where people can write their answer to #IfIWereElmer... Provide writing implements, perhaps chalk. Post photos of the wall using #IfIWereElmer and we will repost.
2. Provide sticky notes and writing implements on which people can write their answer to #IfIWereElmer... Hang the poster and ask a few employees to start the activity by writing their own answers and hanging them on the same wall. That way, when audiences enter the space, they will have examples to which to refer. Post photos of the wall using #IfIWereElmer and we will repost.

Web	EnchantmentTheatre.org
Facebook	EnchantmentTheatre
Twitter	EnchantmentTC
Instagram	enchantmenttheatre
Hashtags	#ETCDragon, #FlyBorisFly, #IfIWereElmer
YouTube	EnchantmentTheatre



audience engagement