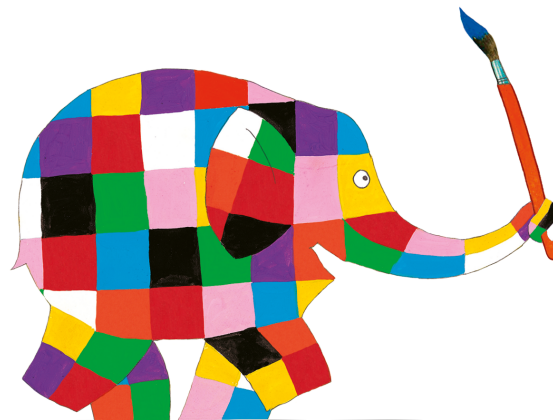


# Join the Parade!



## ELMER'S BIG PARADE SUFFOLK

A WILD IN ART EVENT IN SUPPORT  
OF ST ELIZABETH HOSPICE

TONS of FUN  
for EVERYONE



Andersen Press



Don't let death kill life

30th Anniversary 1989-2019

# ELMER IS COMING...

...and the young Elmer's will be joining him!

**In 2016 St Elizabeth Hospice wowed the public of Suffolk with our 'Pigs Gone Wild' trail.** An event that attracted over 250,000 visitors and brought in over £1m to the local economy. Most importantly it raised awareness and funds for one of the greatest assets this community has: St Elizabeth Hospice.

2019 will see another hospice led trail for Suffolk. Elmer's Big Parade will feature 50 individually designed large Elmer elephants and dozens of young Elmers to accompany them. These will be adopted, designed and painted by schools and youth groups in Suffolk as part of Elmer's Big Parade learning programme.

Elmer's Big Parade will bring together business and creative sectors with local schools and communities, showcasing Suffolk's heritage and its rich, diverse cultural offering. It will become a highlight in 2019's calendar of events, celebrating all that our wonderful county has to offer.

**DID  
YOU KNOW**  
Elephants  
cannot jump?  
Bizarre but true.







# Elmer's Big Parade Learning Programme

We invite your school, staff and pupils to be inspired, get imaginative and celebrate the uniqueness of Suffolk in the BIGGEST art event ever to take place across the region. Yes, this will be even bigger than the pigs!

We are encouraging you to decorate your very own young Elmer and raise funds for St Elizabeth Hospice. For 12 weeks in the summer of 2019, the streets and open spaces of Ipswich town centre and the Waterfront will be a playground for your beautifully created Elmers – showcasing the wealth of artistic talent from the young people of Suffolk.

## Why Elmer?

- Stand out from the herd with Elmer; the ambassador of friendship and celebrating difference. Things we strive to teach children as they grow up in the modern world.
- Elmer's story is one that resonates with children and families alike: in the end, it's best to show your true colours.
- Elmer's story also demonstrates that it's ok to sometimes want to be part of the herd, to 'fit in' but ultimately people love you for what makes you 'you'.
- Elephants never forget. The hospice is a place where memories are made and where people still come to remember loved ones..



“Pigs Gone Wild was a fantastic opportunity to help celebrate the Suffolk Beavers 30th Birthday.

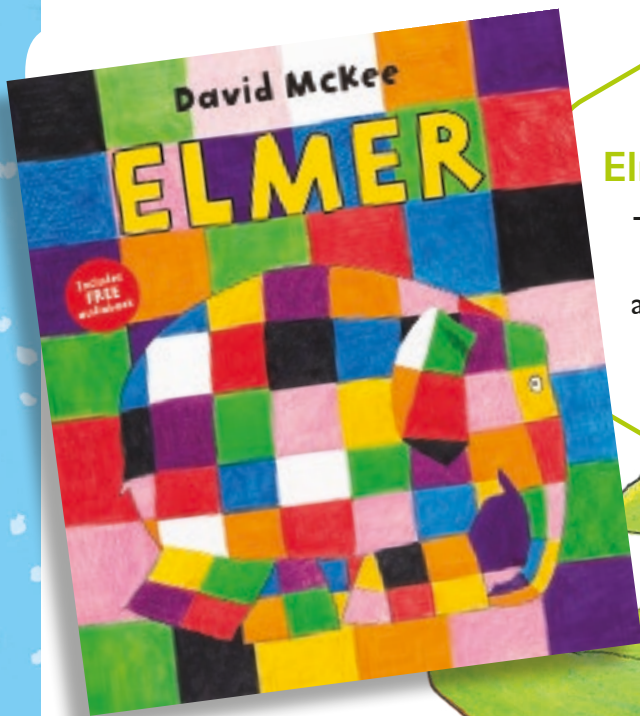
It brought together Beavers from across Suffolk to Ipswich to paint, explore the trail and have fun with friends supporting the wider community around him.”

Brian Harvey,  
ACC Youth Programme,  
Suffolk Scouting

“Pigs Gone Wild was a project that united our school community, from designing, to painting, to visiting on the trail - everybody had a chance to be involved in creating the Sidegate pig. Hamlette is now a well-loved character in the school. Currently residing in the library, she gets regular hugs from the children.”

lan  
Sidegate





### Share the original Elmer picture book

There was once a herd  
of elephants, all happy  
and all the same colour.  
Elmer was different.  
Elmer was patchwork.



### Literacy, maths and creative writing

- Difference
- Diversity
- Acceptance
- Numeracy
- Pattern and sequence
- Vocabulary



### History and Geography

- Farming
- Medicine
  - War
  - Zoos
  - Tourism
- Habitat and diet
- Difference cultures

# Young Elmer Inspiration

### Conservation

- Endangered animals
- Loss of habitat

### Art and Creativity

- Pattern
- Colour





# How it works...

Schools and youth groups are invited to fundraise for a blank young Elmer sculpture – 'the canvas'.

You can then decide as a school or group how you wish to design and decorate your Elmer.

The Elmers will be displayed from June to September 2019 for all to enjoy.

After the event the young Elmers will be returned to schools and community youth groups to display or auction to raise funds.

**Each  
school gets  
one Elmer  
Big Book  
FREE**



## Timeline









## Package - £750 fundraised

Your Elmer sculpture has been designed to be true to the much loved character as well as act as a 3D canvas to enable you to create a unique piece of art. The sculpture will come ready to paint.

We will gift you a free young Elmer in return for pledging to fundraise £750 for St Elizabeth Hospice. You will receive:

-  A young Elmer sculpture\*
-  A free Elmer big book
-  Learning programme resource pack linked to the curriculum
-  Display of your Elmer in an Ipswich Town centre or Waterfront location

\*delivery can be arranged for £25 per journey. Alternatively a free pick up date will be scheduled closer the time at a location specified by St Elizabeth Hospice.

## Competition

We also have a special competition you can get involved in. The top fundraising school or youth group will win a **LARGE BLANK ELMER SCULPTURE**. The winners will be declared at the end of the project in October 2019 and will be based on fundraising per head which means even the smallest groups and schools have the chance to win!



There are a limited number of sculptures available. Place your order soon so you don't miss out! You can secure your sculpture by sending a donation of £99 and filling out the enclosed form to the address below.

### Elmer's Big Parade – Learning Programme

St Elizabeth Hospice  
565 Foxhall Road  
Ipswich IP3 8LX

[info@elmersbigparadesuffolk.co.uk](mailto:info@elmersbigparadesuffolk.co.uk)



## Make

- Individually designed Elmer tiles, to be displayed at the school in a permanent installation.
- Design, decorate and sell Elmer themed cookies and cakes in a school wide bake off.



## Create

- Creative writing project/schools colouring competition
- Elmer inspired art selling off the art to fundraise
- Textile work Elmer, cushion at a school

## Inspire

- Pop up tuck shop to encourage budding entrepreneurs.
- Show your Elmer individuality. Hold a dress down day in your favourite clothes to show your true colours.
- For the parents, work with your PFA to encourage a massive school quiz. Divide the proceeds and serve chocolate crunch as a halftime snack.



# Elmer Fundraising Inspiration

## Move

- Take part in your own sponsored Elmer relay parade.
- Scavenger hunts.





# So, when does the fun begin?

**Now!** We are already working with our partners, businesses, art and education communities to bring a project that has relevance and adds value to the extraordinary cultural life that our county has to offer.

St Elizabeth Hospice is pledging to double the amount of people we are able to care for in the next five years – and not let death kill life for everyone in Suffolk who is living with a progressive or terminal illness – **please help us realise this dream.**

## Supporting Partners



## Community Engagement Partner



## Media Partners

EAST ANGLIAN  
DAILY TIMES



BBC  
RADIO SUFFOLK

## Logistic Partner



## Auction Partner



## Events Partner



## Transport Partner



## Education Partner



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