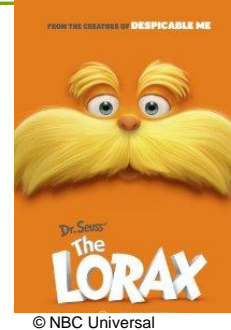


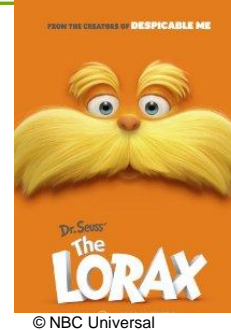
The Lorax



Idea 1:

- Contact your university's library about doing a reading of "The Lorax" prior to your screening for staff's families and families in the community.
- Set up flyers, ads and Facebook pages to have the "look" of the typical Dr. Seuss artwork and put together some trivia on books that have been turned in to movies.
- Offer a prize pack of Dr. Seuss books for the trivia winner.

The Lorax



Idea 2:

- Work with your campus administration to organize a tree planting before your movie screening.
- Tie it in with other environmental initiatives in your area by providing a flyer with screening information at the events.