

# HOW TO HOST a

# Bluey



## BOOK CLUB

# ABOUT BLUEY

Bluey is a lovable and inexhaustible six-year-old Blue Heeler puppy who lives with her dad (Bandit), her mum (Chilli) and four-year-old sister, Bingo.

This home-grown Aussie preschool series first aired on ABC KIDS in October 2018 and has quickly become the #1 kids' show on Australian television.

# WHY HOST a BLUEY BOOK CLUB

Bluey book clubs are a great way to bring people in-store, including new customers, who will have a fun and memorable experience.  
Plus, of course, it will generate book sales!



# STEP-BY-STEP GUIDE

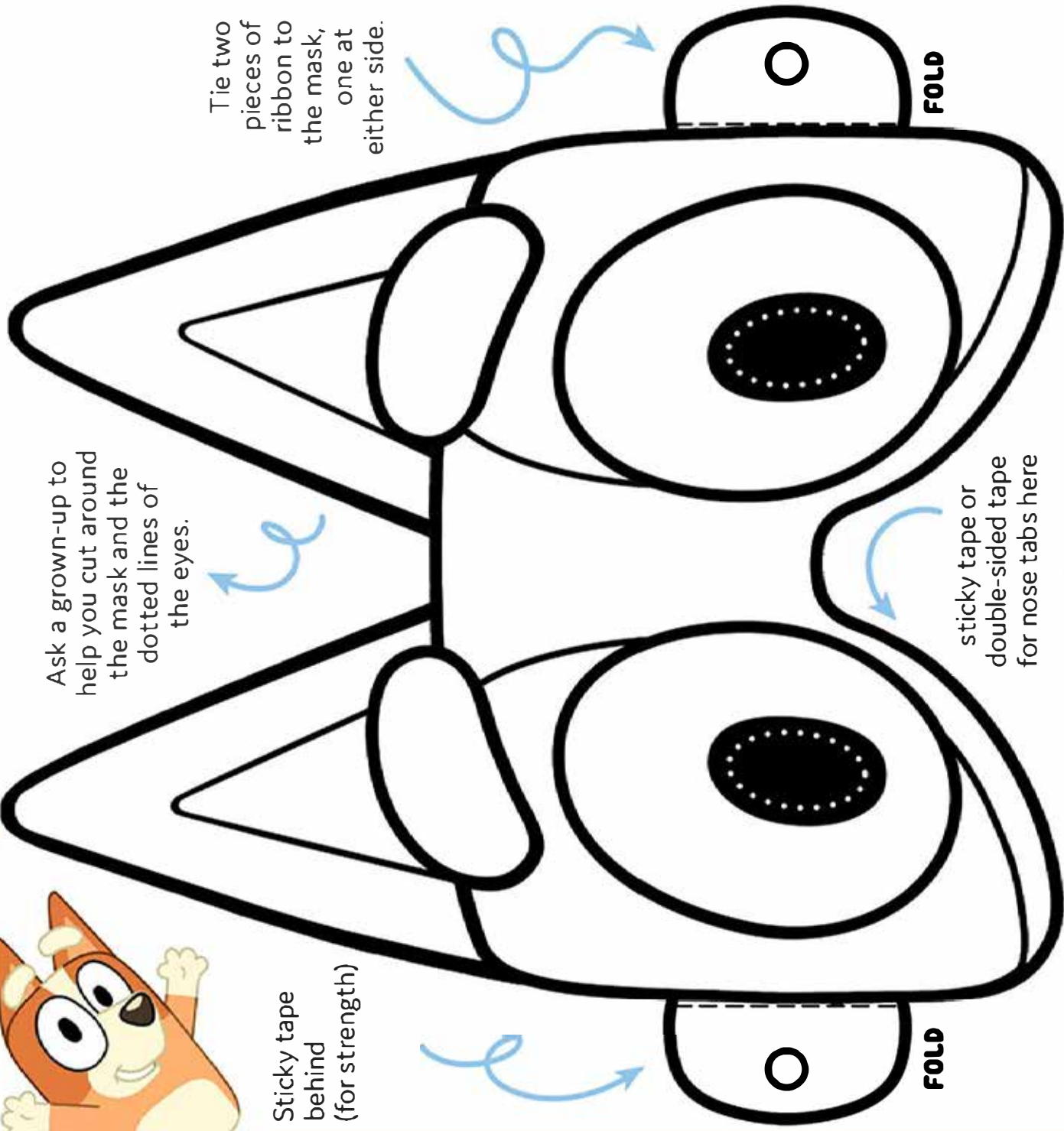
1. Confirm a date
2. Order your books and promotional POS, and speak with your account manager for recommendations
3. Start preparing Bluey decorations and activities - there are ideas on the following pages
4. Have your Bluey Book Club!
5. Share lots of photos on social using **#BlueyBooks** and tag **@puffinbooksaus**
6. Let us know if you have any feedback or suggestions
7. Think about when your next Bluey Book Club will be, and repeat





# BINGO PAPER MASK

Create and play

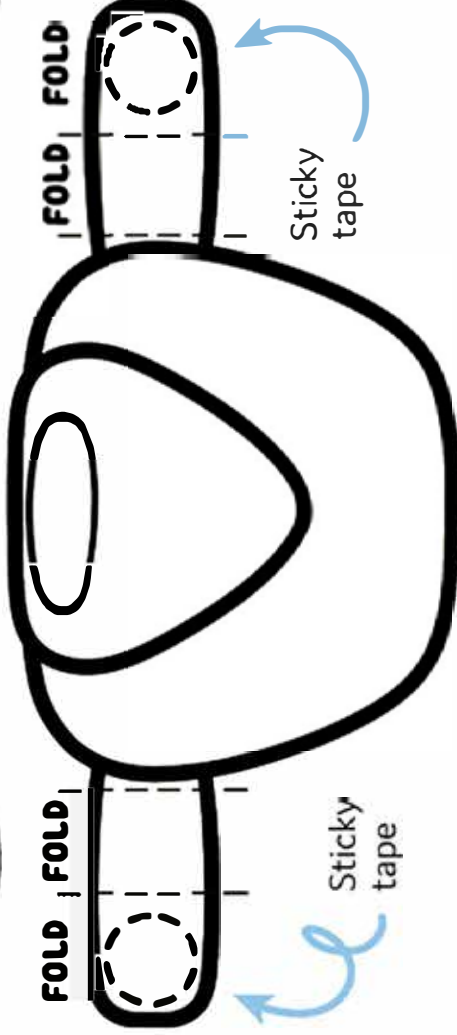


Ask a grown-up to help you cut around the mask and the dotted lines of the eyes.

Tie two pieces of ribbon to the mask, one at either side.

Sticky tape behind (for strength)

sticky tape or double-sided tape for nose tabs here







# BINGO PAPER MASK

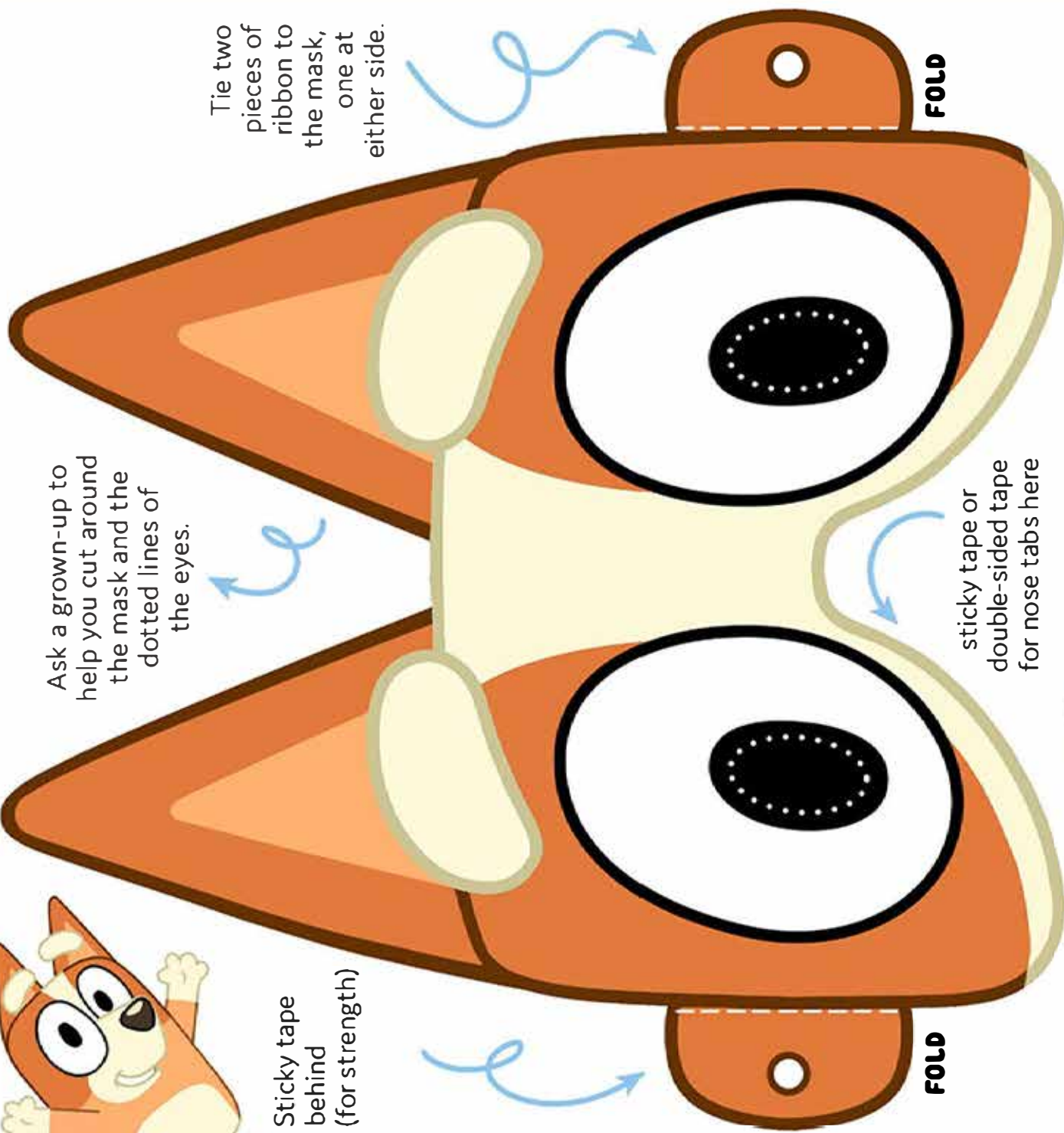
Create and play



Ask a grown-up to help you cut around the mask and the dotted lines of the eyes.

Tie two pieces of ribbon to the mask, one at either side.

Sticky tape behind (for strength)



FOLD

FOLD

Sticky tape or double-sided tape for nose tabs here

FOLD FOLD

FOLD FOLD

Sticky tape

Sticky tape





# Bluey PAPER mask

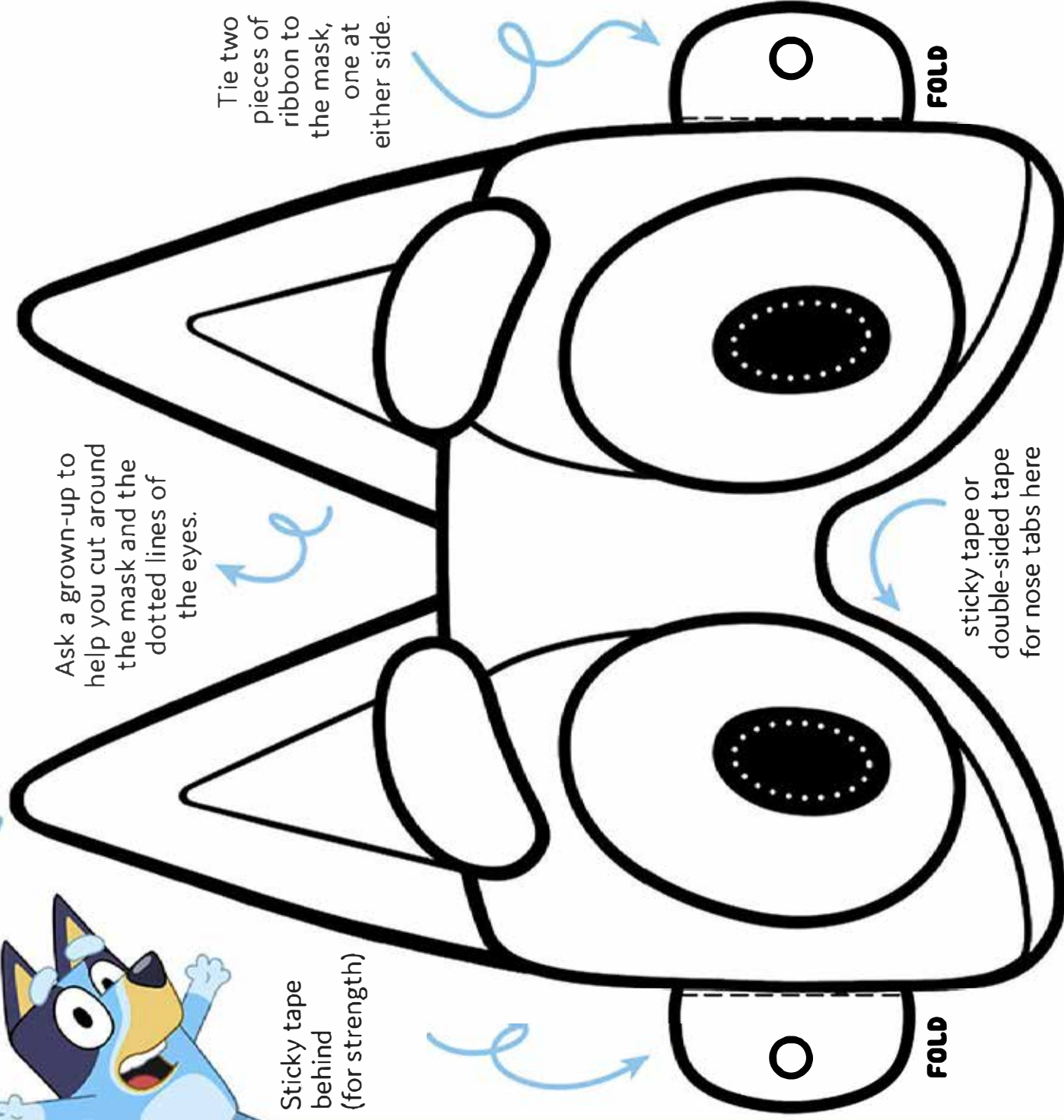
Create and play



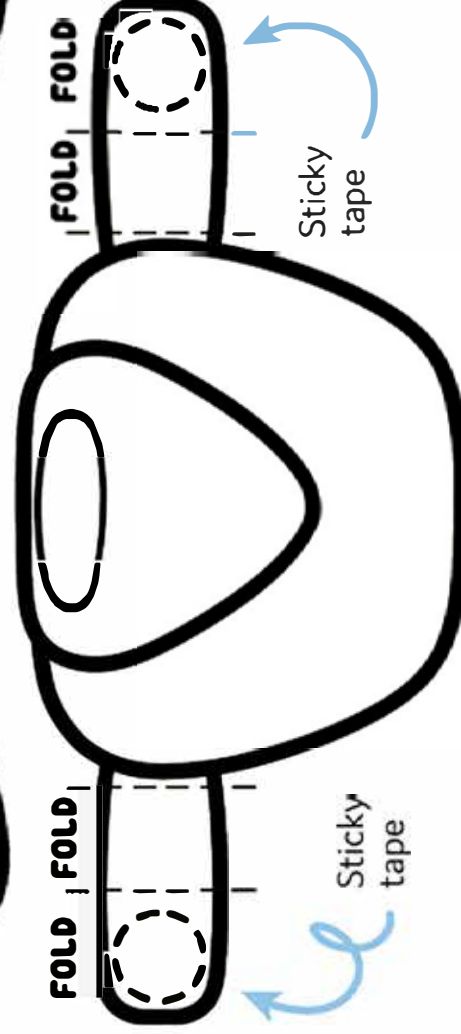
Ask a grown-up to help you cut around the mask and the dotted lines of the eyes.

Sticky tape behind (for strength)

Tie two pieces of ribbon to the mask, one at either side.



sticky tape or double-sided tape for nose tabs here



Sticky tape

Sticky tape







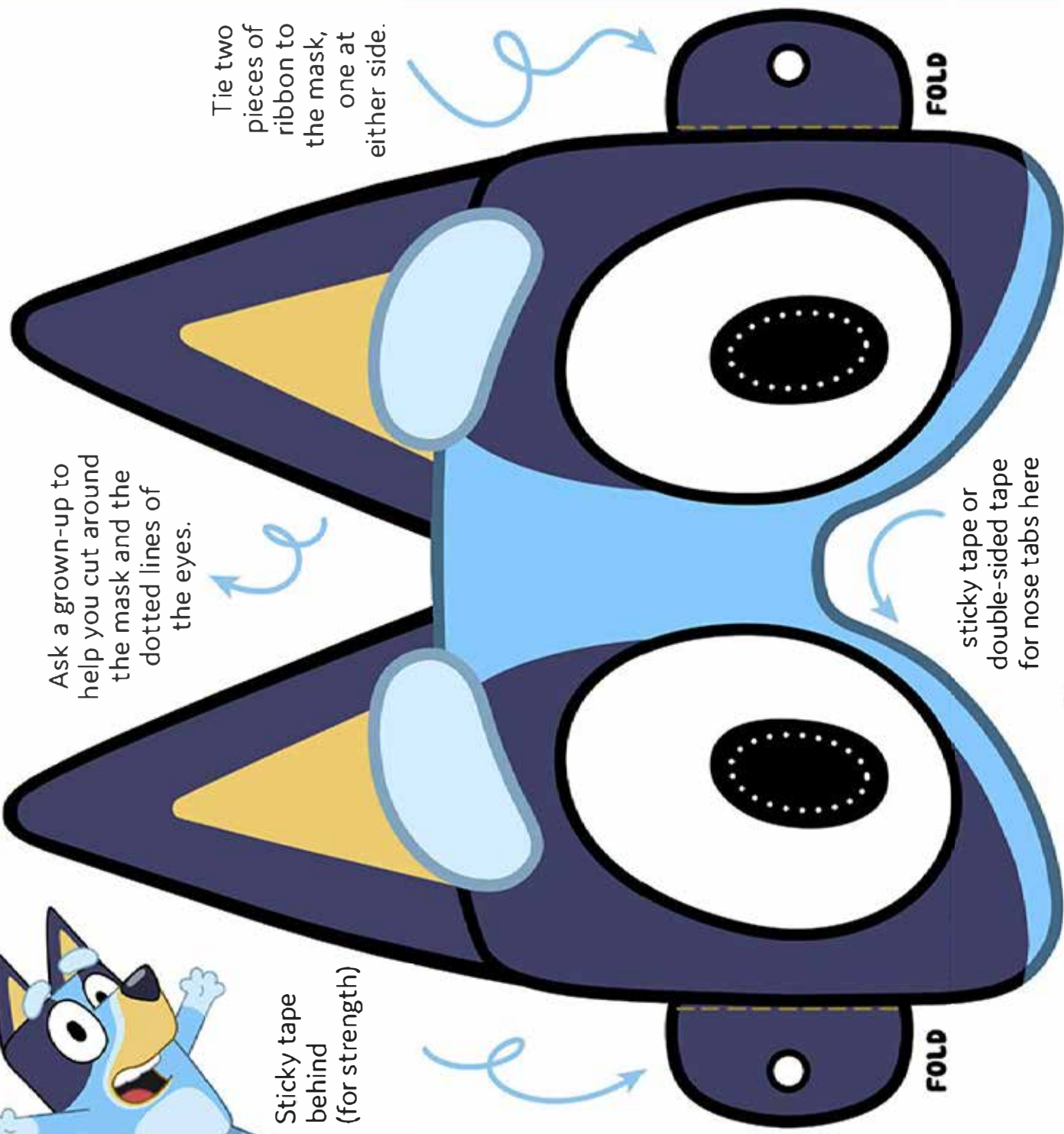
# Bluey paper mask

Create and play



Sticky tape  
behind  
(for strength)

Ask a grown-up to  
help you cut around  
the mask and the  
dotted lines of  
the eyes.

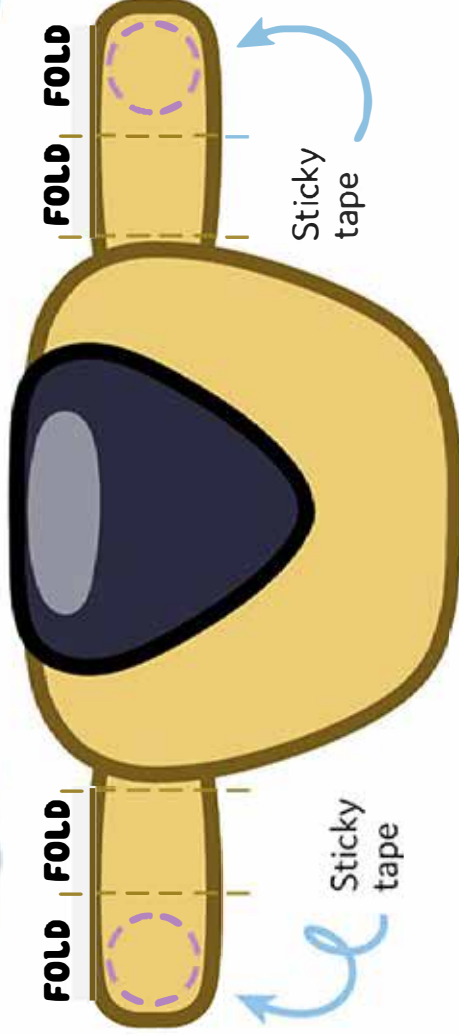


Tie two  
pieces of  
ribbon to  
the mask,  
one at  
either side.

FOLD

FOLD

sticky tape or  
double-sided tape  
for nose tabs here



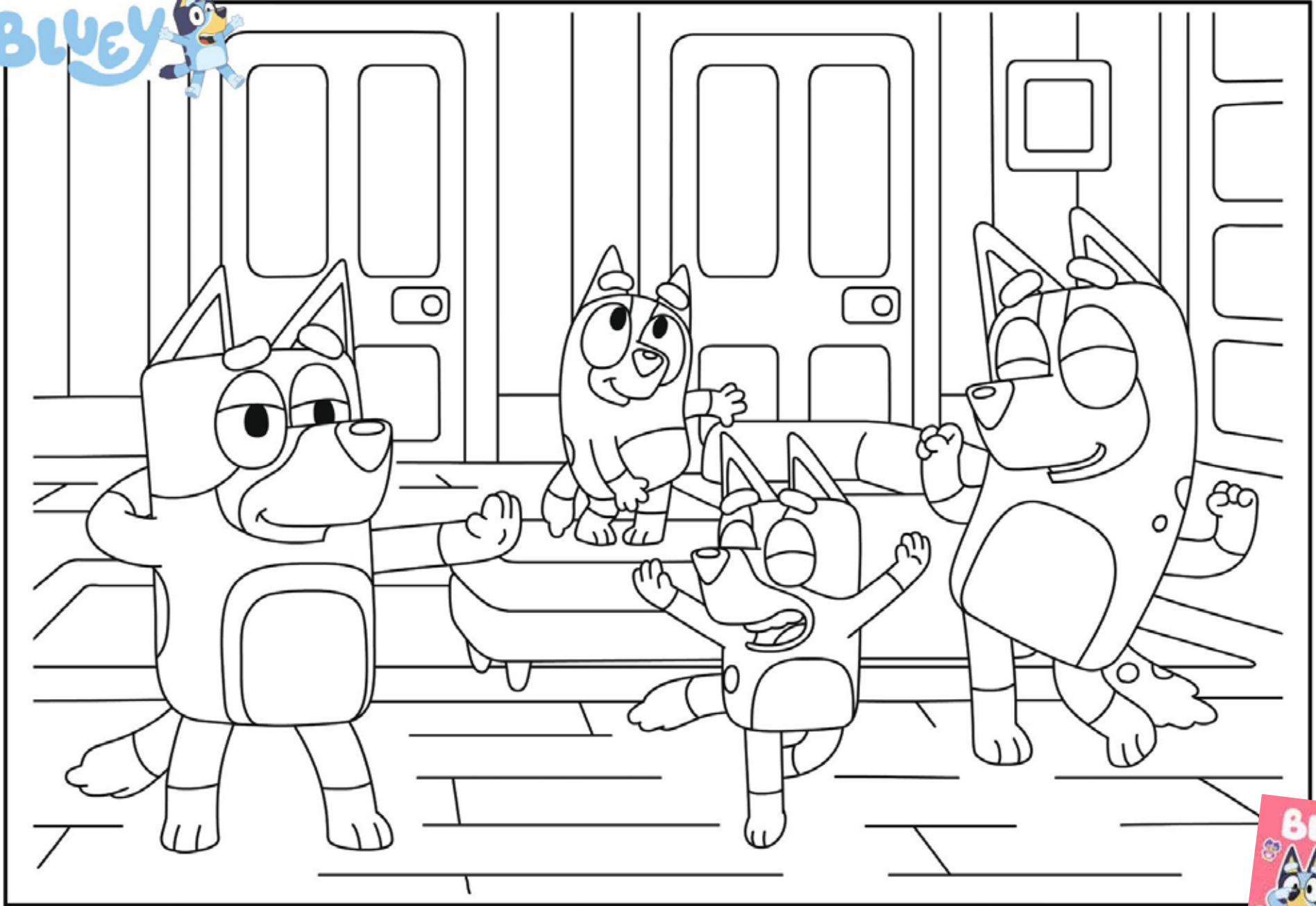
FOLD FOLD

FOLD FOLD

Sticky  
tape

Sticky  
tape





**There's more colouring in fun to be had with this great sticker and activity book**







# YEAH! FOR BLUEY PARTY BUNTING

Ask a grown-up  
to help you cut  
around the  
dotted lines.



BBC

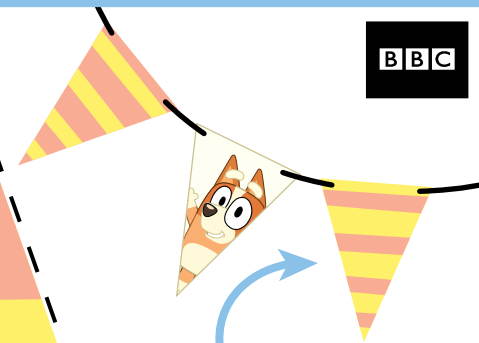
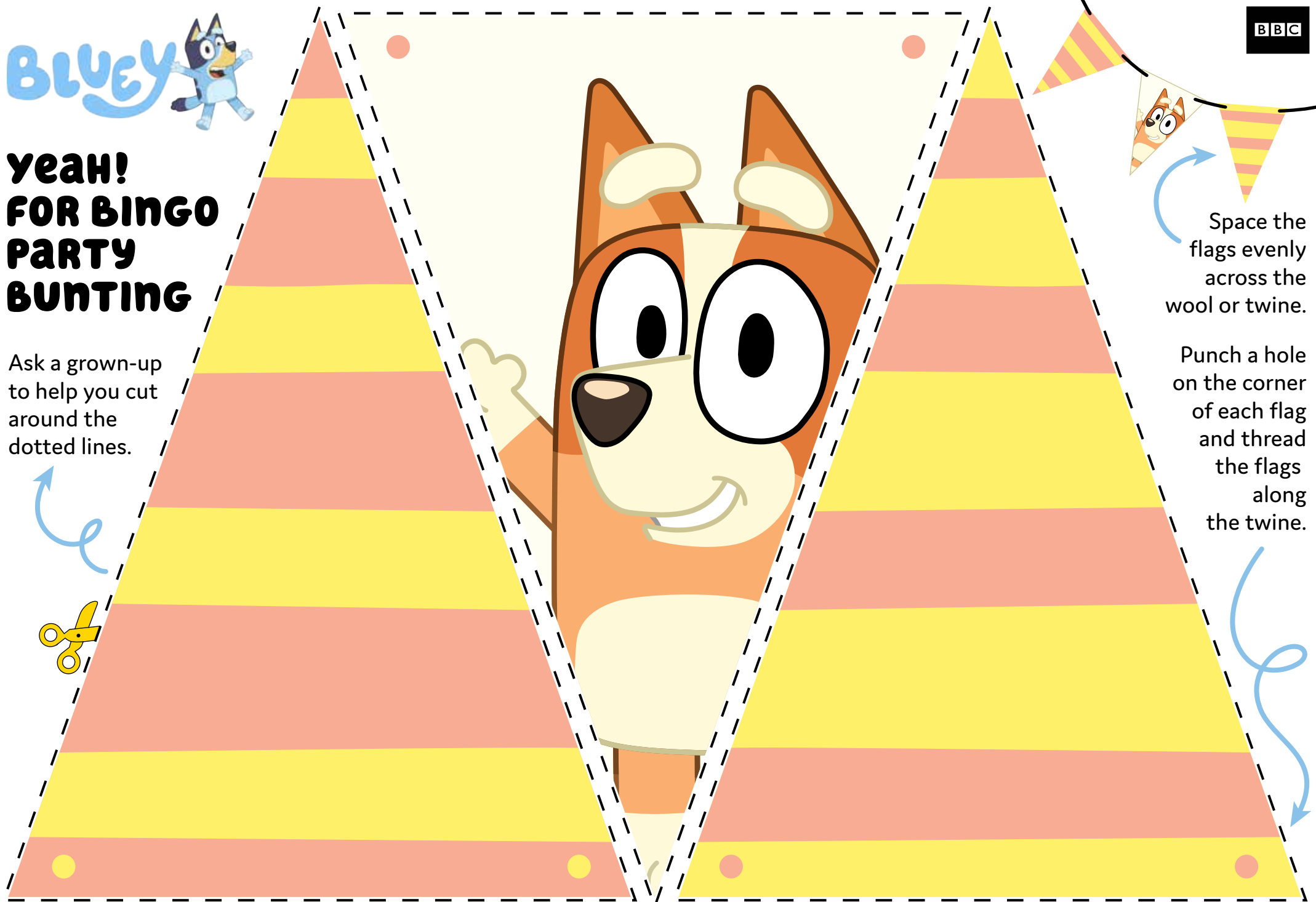
Space the  
flags evenly  
across the  
twine or wool.

Punch a hole  
on the corner  
of each flag  
and thread  
the flags  
along  
the twine.



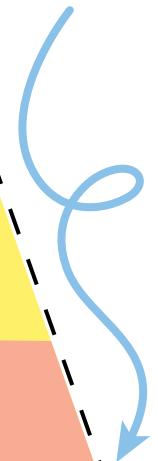
# YEAH! FOR BINGO PARTY BUNTING

Ask a grown-up  
to help you cut  
around the  
dotted lines.



Space the  
flags evenly  
across the  
wool or twine.

Punch a hole  
on the corner  
of each flag  
and thread  
the flags  
along  
the twine.





# YEAH! FOR COCO PARTY BUNTING

Ask a grown-up  
to help you cut  
around the  
dotted lines.



Space the  
flags evenly  
across the  
wool or twine.

Punch a hole  
on the corner  
of each flag  
and thread  
the flags  
along  
the twine.





# YEAH! FOR SNICKERS PARTY BUNTING

Ask a grown-up to help you cut around the dotted lines.



Space the flags evenly across the wool or twine.

Punch a hole on the corner of each flag and thread the flags along the twine.



# THINGS TO DO AT YOUR BLUEY BOOK CLUB



- **READ THE BLUEY BOOKS**
- **PLAY KEEPY UPPY  
(ORDER SOME RED BALLOONS!)**
- **PROVIDE A CRAFT TABLE**
- **SEE BLUEY.TV FOR  
LOADS MORE IDEAS**