



**SCHOLASTIC MEDIA AND MILLS ENTERTAINMENT DEBUT AN ALL-NEW
CLIFFORD THE BIG RED DOG® LIVE MUSICAL PRODUCTION**

***'CLIFFORD THE BIG RED DOG LIVE! A BIG FAMILY MUSICAL'*
LAUNCHES 50TH ANNIVERSARY 50 CITY TOUR**

NEW YORK – January 6, 2012 – Scholastic Media, a division of Scholastic Inc., the global children's publishing, education and media company, announced today the kick off of a new 50 City live touring show called 'Clifford The Big Red Dog LIVE! A BIG Family Musical.' Beginning in Vermont and Connecticut this weekend, the tour will include stops in more than 50 cities and will include both school and public performances. The current schedule can be viewed at <http://www.scholastic.com/clifford/parentsteachers/liveshow.htm>.

This new musical adventure teaches audiences that 'it only takes a little to BE BIG™.' Clifford and Emily Elizabeth take a journey to Birdwell Island with their friends Cleo, T-Bone, Charley, Jetta and Mac. Through laughter, songs and dancing, the characters and audience learn about Clifford's Big Ideas, from the PBS KIDS series Clifford the Big Red Dog: *Share, Play Fair, Have Respect, Work Together, Be Responsible, Be Truthful, Be Kind, Help Others, Believe In Yourself and Be A Good Friend.*

The production, directed by Mark Fleischer, features a book written by Jeremy Dobrish with music and lyrics by Dennis Scott. The production team also includes music director John Kroner, choreographer Keith Coughlin, set design by David Miller, costume design by Isabel Rubio and lighting design by Steve Zakszewski. Tickets are available through participating venues. The musical is produced by Mills Entertainment in cooperation with Scholastic Media; The Brad Simon Organization serves as the exclusive booking agency for the production.

"Bringing Clifford to the stage is a great way for children and families to experience the fun of our BIG red dog in person," said Leslye Schaefer, Senior Vice President, Marketing and Consumer Products for Scholastic Media. "Clifford makes for a BIG star and we're delighted to team up with Mills Entertainment to deliver an exciting and engaging theatrical experience for kids."

"Clifford has a magical appeal that really comes to life on stage," said Michael Mills, President of Mills Entertainment.

Clifford's Big Ideas stem from the curriculum developed for the award-winning animated television series Clifford the Big Red Dog. The series is based on the Scholastic books by Norman Bridwell and airs on [PBS KIDS](#) (check local listings). With more than 126 million books in print, Clifford is a literary classic embraced by parents, teachers and kids. Scholastic will celebrate Clifford's 50th anniversary in the 2012-2013 school year.

If you would like more information about Clifford, please visit Scholastic's media room at mediaroom.scholastic.com/clifford. For more information on the PBS KIDS series, visit PBSKIDS.org/clifford or PBS.org/pressroom.

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