



Questions for Classroom Discussion

A Character for Thanksgiving

- **Why do holidays have characters to represent them?**
(such as Santa Claus for Christmas, the Easter Bunny for Easter, Cupid for Valentine's Day, a leprechaun for St. Patrick's Day, etc.)
 - ⇒ Consider how the character makes the holiday more exciting for those celebrating it
 - ⇒ Consider the message that the character portrays about the holiday
 - ⇒ Consider how the character is the "face of the holiday," and why this can be helpful (i.e. both in defining the spirit of the day, and for businesses who focus on the day)
- **What would be considered a "good" character for Thanksgiving Day?**
 - ⇒ Consider the true message and tone of Thanksgiving, and how the character must portray that
 - ⇒ Consider the role the character will play in a larger marketing campaign
 - ⇒ Consider actual characters who represent other holidays, and what your impression of them might be
- **What factors should be considered when choosing and designing a character to represent Thanksgiving Day?**
 - ⇒ Consider all elements that go into designing the character — name, personality, colors, clothing, accessories, and even the backstory
 - ⇒ Consider how everything about the character should be focused on the specific message of Thanksgiving Day
 - ⇒ Consider logistical issues, such as mass producing the character as stuffed animals and dolls, or having someone dress as the character (think about Santa Claus)