

The PINK HAT

MERCHANDISING SUGGESTIONS

Use **The PINK HAT** to inspire your littlest patrons to stand up for what's right.



Create your own pink hat

Anyone can create a pink hat, whether you knit one or build it with paper! Follow these instructions to make hats in your store with your younger patrons and their guardians.

- Grab a large sheet of paper (either a piece of newspaper or a 12" x 18" sheet) and fold it in half so the shorter sides meet, taking extra care to make a strong crease. Then unfold the paper and fold it so the long edges meet, again making a strong crease. Finally, refold the paper as you did initially.
- Starting from the folded edge, take the top corners and fold them down until they meet each other at the crease in the middle. There will be a one-inch rectangle below the triangles.
- Grab the bottom edge of one rectangle (there will be two) and fold it up and over the bottom of the triangles. Flip the hat and fold the other rectangle up in the same manner. Then take the triangles hanging off the sides of the hat and fold them in against the edge of the triangle, tucking them in on both sides.
- Insert your hand in the center of the wide part of the triangle and pull gently to reveal your brand new hat! Note: the hat will be quite small, so children might need a few bobby pins to keep it in place.
- Decorate your hat however you'd like. Of course we suggest adding some pink, but whatever you do, make it your own!



Show your pink pride

Using **THE PINK HAT** as the central title, create a thematic table celebrating stories for strong women of all ages. Bring in a pink color palette and use the included poster and post-its to help draw a visual connection. Have patrons sign their names and pledges for a better future on the post-its and use them decoratively with the poster to create a striking merchandising statement. This book is perfect all year round, but could be particularly impactful celebrating:

- Anniversary of the Women's March on Washington (January 21)
- Women's History Month (March)
- International Women's Day (March 8)
- Women's Equality Day/Nineteenth Amendment Anniversary (August 26)
- International Day of the Girl (October 11)

Host a sign-making party

It doesn't matter what your cause is—it's always fun to craft homemade signs! Encourage your little activists and their guardians to come into the store to create their own signs. Organize a mini march supporting a cause that is important in your community. Anything can happen when you do it together!

Pass along the pink hat pride

As an alternative to merchandising or using the stickers for staff, pass along **THE PINK HAT** message to customers who purchase the book by giving them a sticker or bookplate with their purchase. These can also be used for giveaways during events for patrons ("my other hat is pink") and their children ("the future belongs to me!").

Make your own photo booth!

Included in this kit are two photo props that can be used in a photo booth to create a picture-perfect moment for your customers. Encourage patrons to use the props and post to social media using #PinkHatPride! Photos that use the hashtag have a chance to be featured on Random House Children's Books social platforms.

THE FUTURE
BELONGS TO



YOU'RE NEVER TOO YOUNG TO STAND UP FOR WHAT'S RIGHT!



The PINK HAT

Written and illustrated by Andrew Joyner



The PINK HAT

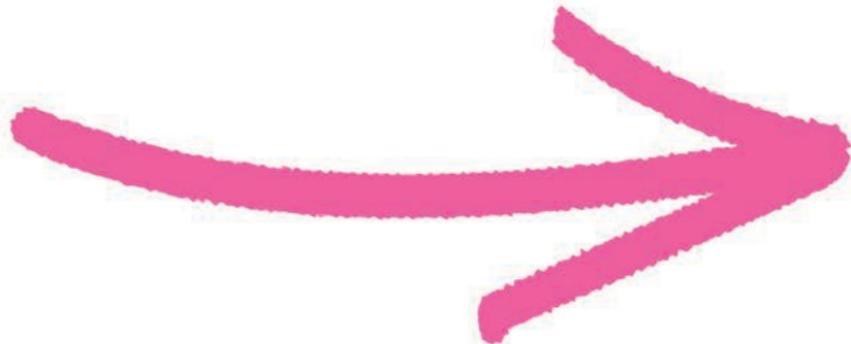
by Andrew Joyner



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1. The first step is to identify the problem or goal.

2. Next, you need to gather information and resources.

3. Then, you should analyze the information and resources.

4. After that, you can develop a plan or strategy.

5. Finally, you should implement the plan and evaluate the results.

6. The process is iterative, meaning you may need to go back and forth between steps.

7. It is important to stay organized and keep track of your progress.

8. Communication is key, so make sure to share your progress with others.

9. Stay motivated and don't give up, even if you face challenges.

10. Remember, the goal is to solve the problem or achieve the goal.

11. The process is a continuous cycle of learning and improvement.

12. It is essential to have a clear understanding of the problem or goal.

13. The process is a journey, not a destination.