



Tips for Hosting a Find Waldo Local Party



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- Place a Where's Waldo? book order with your sales rep.
- Invite a local celebrity, such as the mayor, a sports figure, a chef, or a radio personality, to celebrate finding Waldo with you!
- Alert your local newspaper, television, and radio stations to the party and let them know you are available for interviews. You may need to follow up a few times!
- List your event on all local online calendar listings.
- Put flyers announcing your Find Waldo Local party in your customers' purchase bags.
- Create a dedicated Where's Waldo? section in your store: drape a table with red and white cloths, set up a Where's Waldo? book display, and have flyers about your FWL party for people to take home.
- Have a staffer dressed as Waldo go to local farmers markets and hand out stamp cards—and check to see if they would like to be a Find Waldo Local location!
- Create a sign with the party date and details and the #FindWaldoLocal hashtag. Encourage your customers to take their photo with the Waldo standee by the sign and to post it on social media.
- Remind your customers about the FWL party via social media and ask participating merchants to do the same. The online toolbox has sample posts to use for 2026. Be sure to post the date and time of your party so participants can plan to attend.
- Ask your local library branches to put out flyers about the party.
- If your store hosts a regular storytime, make sure the storyteller mentions Find Waldo Local!
- Does your town host a Fourth of July parade? See if you can make a Waldo-themed float or car, or have Waldo and friends walk along the parade route.
- Ask the other participating stores to donate a prize for your Find Waldo Local party. For example, an ice-cream shop could provide coupons for a free cone, a restaurant could give coupons for a free appetizer or dessert, or a toy store could provide glow sticks. You can also ask them to chip in for party expenses; cash is always appreciated, or they could donate things like balloons or paper goods.
- Talk to a local bakery or grocery store about donating snacks. Remember that food cannot feature Waldo's likeness, but red and white cupcakes are always fun!
- Line up an employee or volunteer to dress up as Waldo for the party. (Costume usage guidelines are in the online toolbox.)

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Let the Games Begin! Activity Ideas

- Using *Where's Waldo? The Great Games Speed Search*, invite customers to go head-to-head finding Waldo and his friends. For extra drama, have a staffer time them using a stopwatch or clock.
- Hold a Waldo fashion show! Give extra points for participants carrying Waldo accessories, such as a bone, camera, scroll, or binoculars.
- Create an activity station, decorated with red and white balloons and banners, where participants can color, do word searches, and complete the other Find Waldo Local activity sheets. There are new coloring sheets and a Where's Waldo matching game available in the 2026 activity pack!
 - If you have space outside and the weather cooperates, consider having a couple of tables outdoors—you'll get a lot of extra foot traffic!
- Host your own in-store Where's Waldo? scavenger hunt with the new Wizard Whitebeard sheets in the 2026 Find Waldo Local Activities Pack.
- Create your own photo booth! Take Polaroids of attendees standing with your Waldo standee holding the mini Waldo and Wizard Whitebeard!
- Hire a balloon artist or face painter to join the fun, or ask if any participating businesses have staffers with special talents. Maybe one of your booksellers is also a juggler!
- Set up a table with red and white and black and gold embroidery floss for kids (and grownups) to make friendship bracelets.
- Waldo's world has many letter Ws: Waldo, Wenda, Woof, Wizard Whitebeard . . . Have a contest where customers come up with as many W words as possible in a set period of time (30 seconds will do), with the winner receiving a small prize.
- Arrange a space to play Pin the Pom-Pom on Waldo, Pin the Hat on wizard Whitebeard, and Waldo Says (instead of Simon Says). Freeze dancing is always fun, too!
- Play a game of Waldo Bingo! Using the activity sheet in the 2026 activity pack, participants can play a game of Waldo book BINGO by finding different book titles throughout your store!
- Have any other game ideas that you think other stores would enjoy? Email them to us at findwaldolocal@candlewick.com!

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Party Time!

- Be sure your Where's Waldo? book display is front and center.
- Have activity sheets printed and ready to go for participants with coloring materials.
- Play games with the Waldo-watchers!
- Host your grand prize drawing using the Where's Waldo? prize books sent from PRH.
 - Consider hosting your prize drawings live on Instagram and/or Facebook.
- With parents' permission, take photos of kids next to the Waldo standee or using the photo frame. Post them on social media with the hashtag #FindWaldoLocal.
 - Send photos (with permission) to your local newspaper, television, and radio stations to share.
 - Save photos and videos to send to us later on! We'd love to see the fun and games.
- If your bookshop is a tourist destination, post a map and use pins to track the different areas of the country or world where participants come from.

Please remember that any use of Waldo imagery requires permissions, and no permission will be granted for items that will be sold, any type of food item, or other merchandise of any kind (such as T-shirts). This also applies to any items being created for promotional use or giveaways.