

ENTER THE WORLD OF NARNIA



-THE CHRONICLES OF-

NARNIA

THE LION, THE WITCH AND THE WARDROBE

MERCHANDISING/EVENT KIT

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THE LION, THE WITCH AND THE WARDROBE



Dear Booksellers,

Millions of people have stepped through the wardrobe with Peter, Susan, Edmund and Lucy, entering the wondrous land of Narnia in C. S. Lewis's beloved classic *The Lion, the Witch and the Wardrobe*. Now this best-selling book in *The Chronicles of Narnia* will be adapted as a live-action major motion picture produced by Walt Disney Pictures and Walden Media.

In celebration of the December 9, 2005 movie release of *The Chronicles of Narnia: The Lion, the Witch and the Wardrobe*, HarperCollins has produced the enclosed materials to help you plan an enchanting and magical Narnia-themed display and event in your store.

Get your customers excited to catch a first glimpse of one of the most anticipated movies of the year!

- Display the "Read It Before You See It" easel-back and shelf talker prominently in your store
- Remind your customers to read all seven books in *The Chronicles of Narnia*
- Give away the enclosed bookmarks to your customers
- Photocopy the enclosed reproducible activities and distribute them to all the children who attend your event

HarperCollins Children's Books Marketing Department

Add Color to Narnia



Artwork by Pauline Baynes © 1955 by C.S. Lewis Pte. Ltd.

REPRODUCIBLE ACTIVITY

Test Your Narnia Trivia

Use this quiz below to test your knowledge of the characters, places and themes found in *The Lion, the Witch and the Wardrobe*.



- Who is the first of the Pevensie children to pass through the wardrobe into the magical land of Narnia?**
 - Peter
 - Lucy
 - Edmund
 - Susan
- What type of creature is Mr. Tumnus?**
 - Werewolf
 - Faun
 - Dwarf
 - Minotaur
- Who first tells the children about the Great Lion, Aslan?**
 - The White Witch
 - Mr. Tumnus
 - Mr. and Mrs. Beaver
 - Father Christmas
- True or False: The White Witch brought the lamppost to Narnia to use as a weapon. After she threw it at Aslan, it fell into the grass and grew into a lamppost in the middle of the woods.**
 - True
 - False
- Which child did not receive a magical gift from Father Christmas?**
 - Peter
 - Lucy
 - Edmund
 - Susan
- True or False: In Narnia, there are three different levels of magic—Magic, the Deep Magic, and the Deeper Magic?**
 - True
 - False
- Where do the children first meet Aslan?**
 - The White Witch's castle
 - Near the Stone Table at a pavillion
 - At Mr. and Mrs. Beaver's home
 - By the lamppost
- True or False: The battle with Maugrim is the first time Peter fights with the sword that Father Christmas gave him.**
 - True
 - False
- Which of the four children is badly injured during the big battle at the Fords of Beruna?**
 - Peter
 - Lucy
 - Edmund
 - Susan
- At Cair Paravel, which character crowns Peter, Susan, Edmund and Lucy as Kings and Queens of Narnia, ending the evil Witch's reign in Narnia?**
 - Mr. Tumnus
 - Mr. and Mrs. Beaver
 - Giant Rumblebuffin
 - Aslan



Magic and Spells

Magic is at the very heart of Narnia. Both good and evil creatures wield its power. Can you match these “tools of the trade” with the characters who *use* or *feel* their magic?

(Hint: Some have more than one correct answer.)

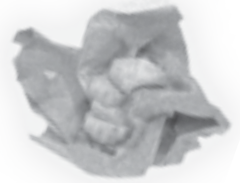


Tools of the Trade

- 1. Turkish Delight:** Whoever eats it falls under the Witch’s spell
- 2. Wand:** Turns enemies to stone, makes enchanted Turkish Delight and does other terrible things
- 3. The Wardrobe:** A doorway between Narnia and Earth
- 4. Horn:** Brings help from near and far
- 5. Cordial:** A liquid that heals the sick or injured

Characters

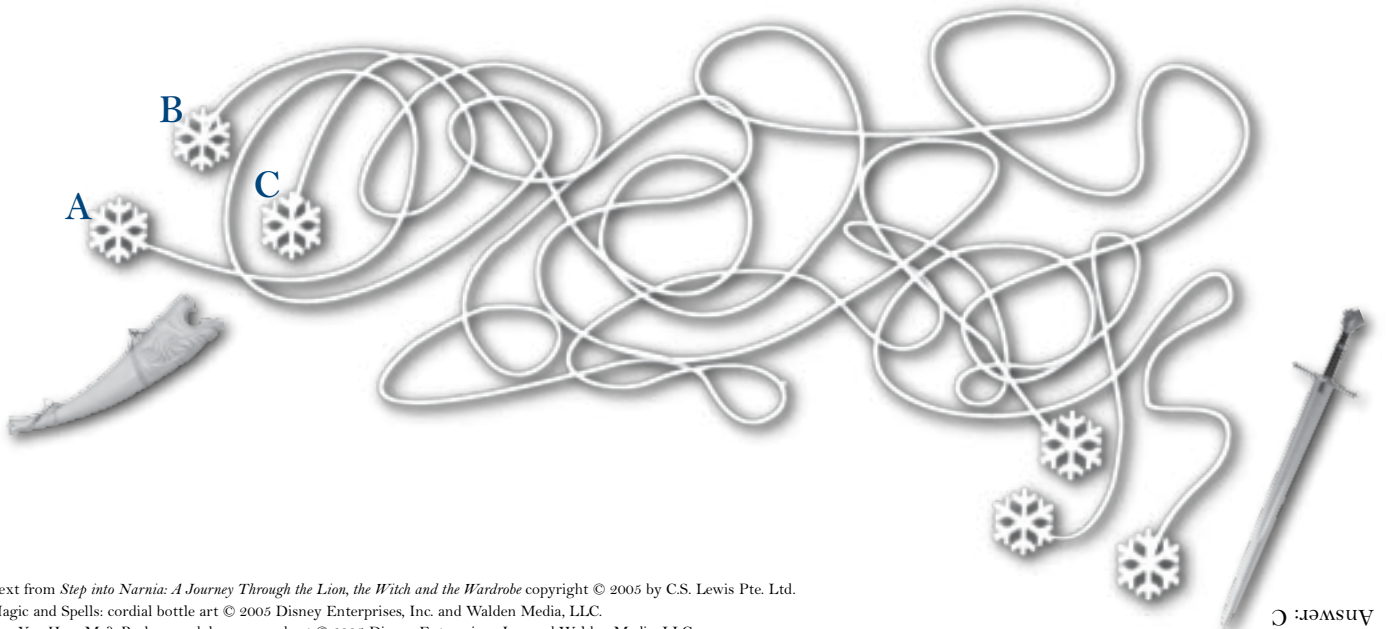
- A. White Witch**
- B. Giant Rumblebuffin**
- C. Edmund**
- D. Susan**
- E. Lucy**
- F. Peter**
- G. Mr. Tumnus**



Answers: 1) A, C 2) A, B, C, G 3) C, D, E, F 4) D, F 5) C, E

CAN YOU HEAR ME?

Susan blows the horn Father Christmas gave her, and Peter hears her call even though he’s far away. Help find the right path from Susan’s horn to Peter’s sword.



Answer: C

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 Magic and Spells: cordial bottle art © 2005 Disney Enterprises, Inc. and Walden Media, LLC.
 Can You Hear Me?: Background, horn, sword art © 2005 Disney Enterprises, Inc. and Walden Media, LLC.

Friends and Foes

Peter, Susan, Edmund, and Lucy come across many kinds of creatures in Narnia. Draw a line from each picture in the left column to the matching name in the right column.



Aslan the Lion



Mr Tumnus, the Faun



Father Christmas



The White Witch



Mr. and Mrs. Beaver

HOW BIG IS ASLAN?

Compare your hand to the size of Aslan's paw. Even though your hand is small, the prints of the mice are even smaller than yours. Yet the tiny mice were able to free Aslan by gnawing through the ropes that bound him.

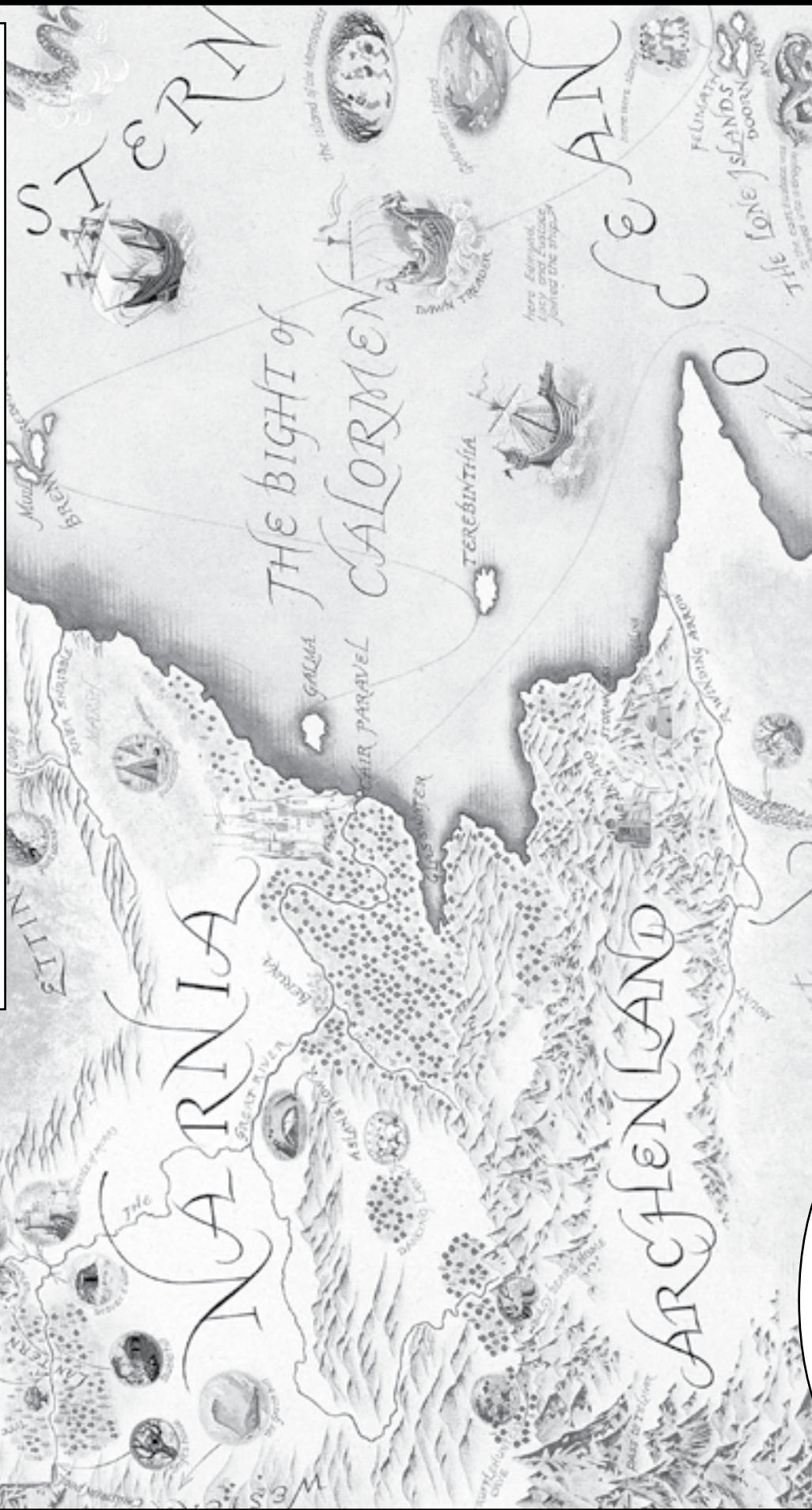
Can you think of some other times when someone small was able to help in a big way?



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REPRODUCIBLE ACTIVITY

Use this map to trace the steps the Pevensie children took during their adventures in Narnia. Cross the Lantern Waste, stand atop Aslan's How and journey to Cair Paravel.



Can you find the following locations of the places and events you read about? Circle each one you find.

- The Cave House of Mr. Tumnus
- Cair Paravel
- The Great River
- The Lantern Waste
- The White Witch's House
- The Beavers' Dam

