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The Street Characters Inc. Newsletter

Summer 2001

The Only Bull in Town

By Maureen Stroulger, Editor

On April 21, 2001, the NFL's newest team, the Houston Texans, welcomed its number one star to the team - Toro the Bull. Clad in a white jersey with a big number one on the front, Toro made a grand entrance in a helicopter, accompanied by four secret service men.

Landing at a popular Houston restaurant, Toro performed for the

crowd, tossing out treats and even doing a flip off a mini trampoline. Before long, kids were all over him. "The unveiling of Toro went very well," says Johnathna Frost, the mascot coordinator for the Houston Texans. "The kids love him-they're forever grabbing his horns.

The Houston Texans don't officially make their debut until the start of the 2002 season, but Toro is already promoting the team around the city. Frost says Toro has made a number

of appearances at corporate events, grand openings and not-for-profit events for charities.

He has even found the time to attend some parties, and is now in big demand. "It's nice to get Toro out into the crowd before the players get here," explains Frost..

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Character References

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We have moved!!!

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Unique mascots from a unique company

During the last 15 years, Street Characters Inc. has created several interesting mascots for a number of organizations. Each mascot, regardless of what it is or whom it's for, receives special care and attention, from the time the idea is submitted until the finished product is delivered.

Although all of the mascots are produced are special, a few do stand out as being incredibly unique, explains Amber McMitchell, SCI's Customer Relations Manager. She immediately recalls Spike, the Indiana Firebird's mascot. Spike, a big colorful bird with an attitude, joined the team when it moved from Albany to Indiana in February and now appears regularly at every Firebird game. "We have a pretty intense pre-game show," says Tim Smith the Firebirds' director for fan development. Smith says Spike often drives his four-wheeler onto the field and he always creates his own routines. "He has a lot of skits," says Smith, "and the kids love him to death."

The University of Louisiana is home to another unique mascot, and perhaps one of the only ones



Indiana Firebirds mascot - SPIKE



Cayenne

that revolves around food. Cayenne is the University's flaming pepper, and he joined the University as its "spirit leader" in January. Julie Dronet, the director of public relations and news services for the U of L, says designing a mascot to represent the food of the area was indeed a challenge. But there's no doubt the friendly pepper has been a hot addition to the university. "Cayenne has been tremendously successful," says Dronet and the U of L has big plans for him this fall.

Although it takes a lot to top a flaming pepper, an alien mascot



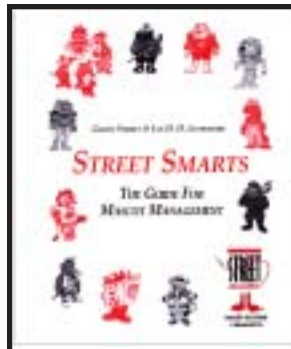
Las Vegas 51's mascot-COSMO

named Cosmo is no less unique. Cosmo the alien represents the Las Vegas 51's baseball club. Cosmo joined the team on March 1 after the club changes affiliates and its name from the Las Vegas Stars to the Las Vegas 51's. Cindy Liska, the director of team services and special events, says Cosmo was created from scratch just hours before production was scheduled to take place. "We knew we wanted an alien, we just didn't know what kind," says Liska.

The seven-foot plus Cosmo was born and immediately became a huge hit with the fans. "Cosmo has received a great, great reception out here," says Liska happily. The alien, decked out in a team jersey with eyes that stick out from his head, is especially popular with the kids. "they absolutely adore him," says Liska. "He's so off the wall, he has gotten a great response." 🙌



Street Characters newest additions; Paul Alvarez, creative designer and Terry Willard, Director of Marketing.



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Street Characters would like to congratulate the Colorado Avalanche and Howler on their 2001 Stanley Cup win.

Street Talk

with Glenn Street, President, Street Characters

A New Beginning

Street Characters Inc. is rapidly approaching its 15th anniversary. It seems appropriate that we'll be celebrating the occasion from our new facility, which we moved into in April. The new building, which Street Characters purchased, has doubled the production area, perhaps giving us more room than what we need right now, but space that we'll welcome in the very near future.

This move is the first step in our next 15-year plan. Purchasing the building really stabilizes our situation and fixes our operating costs. It also means our production area is all on one floor, increasing our efficiency, which directly benefits our clients. Additionally we can add a mezzanine level and increase our space by 20 percent. When we grow out of that, we can double our size again by acquiring the space next door which we have an option on.

Besides improving our efficiency, our new space also allows us to offer our customers additional services, which is exciting for all of us. It means we can provide additional storage space to those customers who keep their mascots at Street Characters. We are also able to offer a new and bigger pattern library. And it means we can now focus on bringing in more mascot-related products.

Our clients have told us they want help merchandising their characters, so that will be



Street Characters' next big push. Within the next six weeks, we'll have an accessory catalogue available, featuring such items as slingshots, cooling vests and other products that will either accessorize the costume or make the performer more comfortable.

The other part of the move that's really exciting is that it opens the door for us to work with other companies in the industry; third party companies who want to be associated with Street Characters' name because of the impact we've made on the industry. This puts us on a whole new growth cycle, and one that we're all extremely enthused about.

Street Characters is also in the middle of short-and long-term planning with all staff to ensure everyone knows the direction the company is headed. Everyone is very enthusiastic about the road that lies ahead and is amazingly upbeat and positive. It's a great environment to be in, especially for the creative work that needs to be done.

In the last 15 years, Street Characters has become the premiere mascot company in the industry, and because of that, our thanks go out to you-our customers who have made our success possible. We expect continued growth and success and invite you, and your organization, school or sports team, to be a part of it. 🙌

Glenn Street founded Street Characters Inc. in 1987, In 1984 he became the first mascot in the NHL as "Harvey the Hound" of the Calgary Flames.

Toro concluded...

It gives the fans a chance to identify with the team because right now, Toro is the only team member in Houston

Toro will have an entire year to practice his moves but he's already excited about the 2002 season.

Frost says he and Toro have "kicked" some ideas around for

his opening act but haven't finalize his routine yet. At the moment the two are more focused on developing a line of mascot merchandise that will help make "Toro" the best - known bull in the city. 🙌



Horsin' around at Archbishop Stephinac



When the new mascot for Archbishop Stephinac made his debut the end of May, his entrance was nothing short of spectacular. Students at the school's annual awards night had been told to expect a "special guest", says Monsignor John O'Keefe, but they got a little more than they bargained for. Expecting an athlete (like a player from the New York Yankees) students were surprised to see a mascot horse, accompanied closely by four student bodyguards.

They fuzzy white horse was a hit, says O'Keefe proudly. Decked out in a shiny blue jersey with a large "S" on the front, the only thing "horse" was missing was a name. But O'Keefe plans on having a contest in the fall to name the

school's newest edition. It will be a good way to kick off the school year, and at the same time it'll inject a healthy dose of school spirit into the students.

Even though he's only been at the school a short time, "horse" has already attended his first event—the school's graduation, where he was there to shake hands...er hooves, with all the grads. "He's a busy horse," says O'Keefe, and knows he'll be a popular addition to the school.

When asked why he decided to purchase a mascot for the school, O'Keefe says simply, "I thought a mascot would be a good thing to have," and believes it will be a real spirit builder, both for the students and their parents. As far as the price goes, O'Keefe admits some budgeting was required. But considering how long the mascot lasts and how often it will be used,



Arch Bishop Stephinacs' "Horse"

it's extremely worthwhile. "The horse will be well taken care of," says O'Keefe, and well used. He says he'd recommend other schools get their own mascots, but then quietly admits, "I like being the only kid on the block with one." 🙌

A "beary" nice donation

A recent donation from Street Characters has brought smiles to the faces of those involved with the 92nd Scout Group, a scouting program for the mentally challenged. Although not your typical donation, the oversized panda mascot was well received at the groups's School Night, where he was introduced for the first time.

Glenn Street, the president of Street Characters, offered the mascot to Scout Leader Dan Brownsberger, who was thrilled with the idea that the 92nd Group would have its own mascot. In the 35 years since the group has been around, this is the first time there's ever been a mascot, say Brownsberger, so the panda (who at this time is nameless) is a welcome addition.

The 92nd group is an active organization that meets every Tuesday to participate in a variety of activities, such as hiking, go-carting, tin can curling and camping. The members, who range in age between seven and 64, have varying degrees of mental abilities including Downs Syndrome, autism, brain damage and other neurological conditions.

Brownsberger explains that most of the scouts are enthusiastic participants, however, one scout in particular was unusually reluctant to join the fun. "He just wouldn't participate, he was always on the edge of the group," say Brownsberger. No matter what the group tried he wouldn't take part. But that changed the evening the new mascot showed up. Whether it was Panda's big furry arms, his friendly eyes or just his quiet way, he was a hit with the group, and especially with this one scout in particular. "The mascot really brought him out of his shell, and got him going and involved," says Brownsberger happily. Who would have guessed a big old panda bear could make such a difference. 🙌

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