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# Character References™

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## What's afoot in this issue



- Much in a 'Do about Twister .....2
- Watch and learn .....3
- Gladiator look adds to Stanley's natural panache .....3
- Changes to serve you better .....4
- Keeping up with Weebe .....4

## Character References

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## Stanley C. Panther armors up

By Ian D. D. Livermore, Editor

When Stanley C. Panther repelled to the ice for the Florida Panthers' opening game of the 2000-01 season, fans weren't sure if they were at a NHL hockey game or a live taping of the TV show American Gladiator.

That's because Stanley was suited up in a shiny suit of futuristic armor, ready to do battle.

"It's a cybernetic look," explained Panthers mascot coordinator Phil Crowhurst. "It gives Stanley a mean and cool look for his super-hero alter-ego. He looks like a futuristic gladiator."

The lightweight, flexible armor was built by Street Characters Inc. according to a design concept provided by the Panthers marketing staff.

"It will be worn every time Stanley has to be a bad-ass," said

...See **GLADIATOR**, page 3



Stanley was all suited up for opening battle of the NHL season in armor made by Street Characters.

*Photo courtesy of the Florida Panthers*

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[www.mascots.com](http://www.mascots.com)

# Much in a 'Do about Twister

Story by Ian D. D. Livermore

Photos by Glenn Street



Winnipeg Cyclone mascot Twister has a tough decision to make whenever he suits up for an International Basketball League game or a special event — what kind of hair style he is going to wear.

Naturally bald (and beautiful), the orange-faced Street Character has four hairdos he can wear depending on the occasion. Twister can go Jamaican and wear his curls in dreadlocks. If he is feeling like a Rock 'N Roll hound dog he has an Elvis pompadour he can slip under.

If Twister is feeling fierce and fearless, he can opt for an easy to

manage Mohawk cut. And if wants to pay homage to the late Wilt “the Stilt” Chamberlain in his 1960s heyday, he has an Afro which would do the former New York Knick proud.

Cyclone Media Relations Director

Krista Kaczor says Twister has developed a game plan to help him decide which 'Do to wear.

“The Mohawk will be his main look,” explains Kaczor. “But when Twister does his dance routine with kids, called Twisting with Twister, he figures he’ll wear the pompadour.”

She also said Twister plans to go with the Michael Jordan look for some of his gymnastic stunts.

“He is worried his hair might fly off jumping off a trampoline,” she said with a laugh. 🤪



# Street Talk

with Glenn Street, President, Street Characters

## Watch and learn

No doubt every person alive has had some mentor, teacher or coach turn to them and say "Watch how I do it and then you try." Generally, if people keep their eyes and ears open when given the opportunity to learn this way, they will walk away from the experience all the wiser.

What works for people, also works for mascots.

To that end, whenever you have the opportunity to send your character out with other team mascots you should do so. For not only will he learn by watching what other mascots do on the field, ice or court, he will also pick up ideas in the locker room before and after the game when the performers habitually exchange war stories.

Participation in multi-mascot events should therefore be part of a team mascot's ongoing professional development. Unfortunately, not all team managers realize this or budget for it.

I have observed that whenever Street Characters plans events for groups of mascots, the teams with the strongest mascot programs are always the first to sign-up their characters. They do so because they understand the value of having their character attend to learn from, and share ideas with, others mascots. That is why their characters continue to wow the fans — they keep their personal acts fresh



with the tried and true tricks of others. What is really interesting is that the teams which don't have a strong mascot program seem reluctant to send theirs out when they should be the first ones to do so.

At last year's NHL All-Star Weekend in Toronto, every team with a mascot program sent their character to participate in the mascot events, including the inaugural Mascot Summit.™ This was a change from the three previous NHL All-Star Weekends to feature mascot events when approximately half of the teams sent their furry ambassadors. Evidently word got around what a great experience it was.

Every mascot who participated in the Mascot Summit got a great deal out of it, especially the mascots who were struggling and were most in need of assistance. They have since commented to me how much better things have gone this year because of the information they got from their peers. 🙌

### New Horizons ...

I was recently in Hong Kong for business meetings with manufacturers of plush stuffed toys. In the aftermath of those meetings, watch for a great new service coming soon from Street Characters. 🙌

*Glenn Street is the President and founder of Street Characters Inc. and a pioneer in the mascot industry. Glenn performed as one of the first mascots in professional sports.*

# Gladiator look adds to Stanley's natural panache

## From STANLEY, page 1

Crowhurst. "We are also looking at developing an intermission game show like American Gladiator. He'll wear it then too."

The gladiator look was an instant hit with Panther fans, especially young males who liked the tough guy look. However, not everyone was fooled by the bad-ass image.

"Stanley was walking around the

concourse during the intermission when a little girl spied him from about five feet away," recalled Crowhurst. "She ran up to him screaming 'Stanley' and gave him a big hug. Stanley dropped to one knee and gave her a hug back. So much for the mean look."

The gladiator look also caught the attention of Stanley's counterpart with the Nashville Predators —

Gnash the sabre-tooth cat.

"He saw what Stanley has and said he wanted one too. I guess we could now have a battle of the gladiator cats," chuckled Crowhurst.

Gnash's cyborg armor will also be built by Street Characters. 🙌

**Check out our mascot newsgroup at [www.mascots.com](http://www.mascots.com)**



*The Street Characters crew.*

## Changes to serve you better

Street Characters Inc. has recently made some staffing and organizational changes to ensure its clients continue to receive the best mascot products and services possible.

These changes include the addition of a quality assurance manager whose job is to continually liaise with clients throughout the production process to ensure their mascots are built and delivered as expected.

Street Characters has also enlarged its production staff to include former designers from other mascot companies. These additions ensure Street Characters remains on the creative leading edge, ever evolving to maintain its status as the premier mascot company in the world. 🏆

## Keeping up with Weebe — Centerville High's mascot

By Ian D. D. Livermore, Editor

Since Weebe the Elk made his debut at Centerville High School on Sept. 22, 2000 he has barely had time to give his antlers a rest. The reason is his overwhelming popularity with students and the community at large.

Centerville High cheerleading coordinator Sharon England says the lovable Street Character averages three appearances a week in the Centerville-Dayton, Ohio area.

"This fall Weebe attended our football, soccer and girls volleyball games," said England. "He was also at the tennis and golf banquets. And this winter he will be at all varsity basketball games and our home hockey games. Even our wrestling team wants him there for matches. He is a very busy mascot."

Weebe (pronounced wee-bee) has been active off campus as well, making special visits to elementary and middle schools and elsewhere.

Weebe's popularity means a lot of students are getting the

opportunity to don an Elk alter-ego.

"He is in so many places that we want to spread it around," remarked England. "He is so busy, no one student could do it all."

Weebe was unveiled during Centerville High's Spirit Team competition. He was an instant hit, especially with young children in the stands. One young girl representing the Special Wish Foundation had her wish fulfilled during the game by being able to give Weebe a hug and a kiss.

Weebe is the third elk mascot to bear the name and school colors since Centerville High began its mascot program in 1992. England said she and fellow cheerleading coordinator Judy Demarco decided to have Street Characters create him after talking to the University of Dayton and Wright State University.

"We asked who made their mascots and Street Characters name came up twice," said England. "Kathy McAllister at Dayton had a lot of good things to



*Weebe was a big hit when he was unveiled at the Centerville High School in September.*

*Photo Courtesy of Centerville High*

say about Street Characters so we decided to go with them. We felt our community and students would agree." 🏆