



Field Trip Kit

How to Make the Most of Your Field Trip to *The Greatest Show On Earth*®!

Ringling Bros. and Barnum & Bailey® is roaring into town with *Barnum's FUNundrum!*SM, an event 200 years in the making!

Your decision to offer your students a *funtastic* and *funbelievable* field trip to ***Barnum's FUNundrum!***, promises an electrifying experience, brimming with extraordinary learning opportunities in science, geography, animal care and language arts.

We at *Ringling Bros.*® know that children learn best and that learning lasts the longest when a student is engaged and motivated. The live *Ringling Bros.* experience provides that and more!

The circus you and your students enjoy today has its roots in the traveling exhibitions and shows produced by P. T. Barnum more than 100 years ago. His shows were hugely popular because they were both educational and entertaining. And, he was a master in creating attention-grabbing slogans, advertisements and spectacles.

P. T. Barnum had a lasting influence on American culture. *The Atlantic* magazine asked ten historians to list the 100 most influential Americans. P. T. Barnum was included on this list because of his contribution to advertising and marketing, and his phenomenal can-do spirit. His taste for spectacle paved the way for today's blockbuster movies, reality TV, and of course, still playing, *The Greatest Show On Earth*®.

P. T. Barnum was born July 5, 1810. The year 2010 marks the 200th anniversary of his birth. Barnum's shrewd management skills and highly innovative advertising made him very successful. Despite losing several fortunes in his lifetime from bankruptcy and devastating fires, he always recovered to achieve even greater success. His life is regarded by many as being quintessentially American—he was a community organizer, a mayor, a businessman, a promoter and the founder of pop culture which remains today not only in the United States, but abroad.

To maximize the *fun*-nomenal learning potential of your trip to *The Greatest Show On Earth*, we have created a P. T. Barnum-inspired **Field Trip Kit** filled with circus-themed, interactive educational materials with four *funtastic* standards-based lessons which answer the following conundrums.



Teacher Notes

- **What's a *FUNundrum*?** P. T. Barnum's huge success has been attributed to the way he advertised. He made up words and used highly descriptive language to attract attention.

Today, as a tribute to P. T. Barnum, *Ringling Bros.*® has made up a new word that promises to capture people's imaginations when they see it or hear it. The word is *FUNundrum*. *Barnumize* your language arts curriculum with the BarnumSpeak lesson which over-delivers on vocabulary while students activate their imaginations and creativity.

- **How do more than 100 performers from 14 different countries, speaking 10 languages get along as they perform, travel and live together for two years?** It's no easy feat, as your students will find out as they discover the exotic countries from which the performers come. The Barnum's World of Wonder lesson is geography fun inspired by the greatest showman who ever lived.
- **What can circus athletes bouncing around the arena teach us about fitness?** *Barnum's FUNundrum!*SM will keep your students on the edge of their seats as the spectacle delivers a heart-racing experience that, until now, was beyond imagination! Heart-racing thrills are the perfect launch pad for Barnum's Bounce, an Exploratorium-style exercise that promotes fitness while teaching how the cardiovascular system works. For additional free fitness curriculum, go to www.CircusFit.com.
- **How is *Ringling Bros.* saving the Asian elephant from extinction?** Asian elephants have long been a beloved part of *The Greatest Show On Earth*® and yet, the sad fact is that they are an endangered species. So, in 1995, producer Kenneth Feld established the *Ringling Bros. and Barnum & Bailey Center for Elephant Conservation*® providing 200 acres of pristine wilderness where elephants can live in a safe and enriching environment. In the past year, two Beautiful and Behemoth Baby elephants were born here making a total of 23 elephant calves born at the *Ringling Bros. and Barnum & Bailey Center for Elephant Conservation*. For additional information, check out www.elephantcenter.com.



The fun and learning doesn't stop there!

There are more stupendous (and FREE!) learning games, activities and high-interest reading in the **FUN ZONE** at www.Ringling.com. There, you and your students will be able to:

- Play online circus games—including the interactive **Ringmaster Quiz!**
- Test your knowledge of special circus words and phrases by checking out the **Circus Glossary!**
- Get your students moving with **CircusFit®**—a fitness curriculum that turns work-outs into play-outs!
- Send **Barnumized e-mail postcards** to your friends
- To learn more about P. T. Barnum, go to **DISCOVER MORE** at www.Ringling.com!

This is entertainment and education as only
The Greatest Show On Earth® can provide!
Have a great time at the show!

May All Your Days Be Circus Days!

Education Outreach Department
Ringling Bros. and Barnum & Bailey®

Please e-mail any comments or questions to education@feldinc.com