

Celebrating the Class of 2020 with Dr. Seuss's *Oh, the Places You'll Go!*

#ohtheplaces2020

NPR recently shared this headline: "No Caps, No Gowns: For Many in the Class of 2020, Commencement Is Called Off." As a result of the devastating COVID-19 pandemic, graduation ceremonies across the country have been cancelled. Graduates of all ages are missing a special and momentous occasion that is not only a celebration of hard work but a milestone that marks the completion of an important chapter in their life—be it pre-K; kindergarten; elementary, middle, or high school; college, or beyond.

To recognize the Class of 2020, Random House Children's Books, together with Dr. Seuss Enterprises, is calling for a nationwide virtual celebration, **Oh, the Places, 2020!**, complete with special readings, graduation photo-sharing, inspirational words of wisdom, and more—all inspired by Dr. Seuss's beloved classic, the perennial graduation gift, *Oh, the Places You'll Go!*

We invite you to join in and make your support and congratulations known, by doing any of the below with us during the month of May!

Here's how you can get involved:

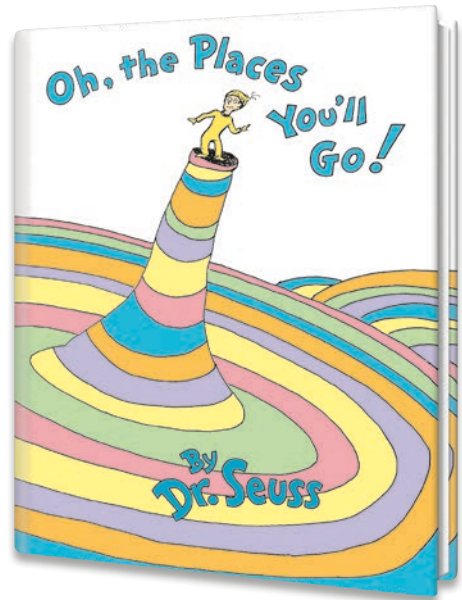
- Share a photo in celebration of your 2020 graduate or your own throwback graduation photo! Use #ohtheplaces2020, and tag 3 friends. Each post will donate one book to First Book!
- Read *Oh, the Places You'll Go!* or an excerpt of your choice on your social media in a live or recorded reading. End your reading with your advice for the Class of 2020!
- Read a few favorite inspirational quotes from Dr. Seuss's classic (see page 2 for starters!) and share your advice!

We are celebrating educators, too! For the entire month of May, Random House Children's Books and Dr. Seuss Enterprises will donate one book to First Book (up to 20,020!), for every in-feed post on Instagram and Facebook tagged with #ohtheplaces2020. First Book will distribute donations to classroom libraries in the fall in honor of the teachers and educators of the class of 2020 that would have also been recognized at graduation ceremonies.

And the celebration continues! We are also providing materials for families and schools to celebrate virtually, all free and accessible via Seussville.com. Visit the site for printable graduation caps, certificates, and more. Additionally, digital assets are being developed for graduates to add *Oh, the Places You'll Go!* stickers and filters to photos on Instagram and Facebook as they celebrate their graduations virtually. These will soon be made available on all consumers' personal Instagram and Facebook platforms.

We hope you will join us in coming together to recognize students and educators across the country!
#ohtheplaces2020

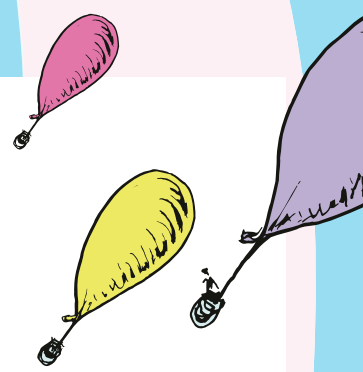
"And will you succeed? Yes! You will, indeed! (98 and 3/4 percent guaranteed.)"



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About the book that started it all! Upon its publication in 1990, *Oh, the Places You'll Go!* was an immediate success, embraced enthusiastically for its wonderfully wise outlook on life and for encouraging the potential that lies within us all. This remarkable book has since sold over 15 million copies and become the quintessential gift for graduates of all ages, be they nursery school or medical school grads.

In *Oh, the Places You'll Go!*, Dr. Seuss stated his philosophy on life more completely than ever before—that despite the bumps we will encounter along the way, we all have it within ourselves to succeed. Dr. Seuss died in 1991, just one year after the book's publication, leaving a legacy that continues to inspire generations of readers today. Dr. Seuss's whimsical and wonderful portrayal of life resonates with people from all walks of life. After all, when stepping forth into the great unknown, who couldn't use a little friendly guidance?



Favorite Quotes from *Oh, the Places You'll Go!*

**"Wherever you fly,
you'll be the best of
the best. Wherever
you go, you will top
all the rest."**

**"Congratulations!
Today is your day.
You're off to Great
Places! You're off
and away!"**

**"You have brains
in your head. You have
feet in your shoes. You
can steer yourself
any direction you
choose."**

**"Step with care and
great fact and remember
that Life's a Great Balancing
Act. Just never forget to be
dexterous and deft. And
never mix up your right
foot with your left."**

**"KID, YOU'LL
MOVE MOUNTAINS! . . .
Today is your day! Your
mountain is waiting.
So . . . get on
your way!"**

**"OH! THE PLACES
YOU'LL GO! You'll be on
your way up! You'll be
seeing great sights! You'll
join the high fliers who
soar to high heights."**