

# Mascot guidelines



Schedule Memorial Blood Centers' mascot, ABO Joe, to make an appearance at your next event to help engage blood donors in the cause of blood donation.

Reserve ABO Joe by contacting your Donor Recruitment Representative



A Division of Innovative Blood Resources



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## RESERVING ABO JOE

- Contact your Donor Recruitment Representative to reserve ABO Joe at least 2 weeks prior to your event.
- Recruit an individual to play ABO Joe, and arrange for transportation of the costume to and from your venue.
- Return the ABO Joe costume to Memorial Blood Centers by 5:00 PM on the day of the event unless other arrangements are made. If kept overnight, the costume must be stored in a secure room or building.

## THE ROLE OF ABO JOE

- You must be 16 years of age, 5'2" or taller, and in good physical health.
- Stay in character while acting as ABO Joe. Move and act in a way that represents Memorial Blood Centers in a positive light.
- Like most mascots, ABO Joe is nonverbal, so refrain from speaking while in costume. Instead, use gestures to convey friendliness and enthusiasm. Wave to passersby and offer a handshake to anyone who comes close to you. Refer questions to the handler.
- Remember to move cautiously. Mascot headgear limits your visibility; a child may be standing at your feet and be out of your field of vision.
- Hydrate well, have a snack before the event, and take breaks as needed.
- Mascot costumes, particularly those with full headgear like ABO Joe, can get warm inside, so dress accordingly and for hot conditions. Unless the event takes place outside in extremely cold weather, you may consider wearing loose-fitting shorts with a tank top or T-shirt underneath the costume.

## THE ROLE OF ABO JOE'S HANDLER

- An attendant (handler) must be present at all times during public appearances to escort and assist ABO Joe as needed.
- You must remain alert to identify signs of distress or illness associated with temperature extremes or other hazardous situations. Establish a set of hand signals with the mascot actor as a means of communication. Something as simple as a thumbs down can tell you that something is wrong and that ABO Joe needs to get to a secured area.
- Make sure that the mascot engages with everyone who would like to interact or take a photo. Since ABO Joe is a non-speaking character, you will serve as his voice when necessary, relaying messages on his behalf.
- For the safety and comfort of the ABO Joe actor, prior to the performance, establish and ensure that rest breaks are taken every 15-20 minutes—especially during hot weather.
- Ensure that the removal of any costume component is done out of the audience's view to preserve the integrity of the mascot character. Escort ABO Joe to a private location before removal of any part of the costume.