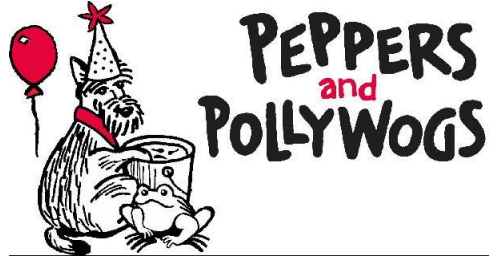


Party Planning Expert Saves the (Birth) Day!

Lisa Kothari Gives Fool-Proof Tips for Planning Kids' Parties

Los Angeles, CA (June 2007) - **Lisa Kothari**, author of the much anticipated book '**Dear Peppers and Pollywogs...What Parents Want to Know About Planning their Kids' Parties**' offers her helpful tips for how to pick the right entertainer for a childrens' party of any type!!

President and founder of **Peppers and Pollywogs**, a web-based company devoted to helping parents plan all types of kids' parties, Lisa has organized hundreds of creative and unique parties for children. Despite **any limit on money or time** parents have for planning, Kothari assures all potential party planners that a great party can be achieved and a wonderful time will be had by all!



Parties, Parents, and Entertainers

When planning a party for your kids' special events, one of the most daunting tasks is finding the **right entertainer**. Why would you hire an entertainer?

1. Entertainers make having a party at home easy! They will keep the children entertained and active during the majority of the party so parents will be free to socialize and won't have their hands completely tied with the many requests from the partygoers!
2. Theme parties are **huge** these days! The perfect complement to a princess-party or circus theme, entertainers can add to the feel and mood of any party.
3. It's plain and simple: kids just adore party entertainers!!

Who to Choose???

Without a recommendation from an outside source, an entertainer may or may not be exactly what the parent is looking for - how is the parent to know during a brief phone call?? **Ask for recommendations** from your friends to see who may have been good at other parties. It is often word-of-mouth advertising that works best!



When you amass your recommendations, begin calling the names on your list. Let's say a parent has decided to hire a clown to entertain at her four-year-old's circus-themed party.

Here is a handy list of questions that party planning expert Lisa Kothari recommends that people ask the entertainer during the initial phone call:

- What does your "clown" routine entail?
- What do you consider your specialty?
- What age range is your show geared for? Ask them to distinguish why they are the best for a four-year-old's party.
- What is the length of your show?
- How do you make the birthday child feel special?
- What is the cost? Are there any extra costs, e.g. traveling fees to our home?
- What is the deposit? What is the payment process?
- Do you have any references?
- Can I come by another party to see a performance? (Good to do when you have almost 100% decided on one entertainer.)
- Can you provide any references?
- What is the policy if you cannot make the performance?
- Are you available on my party date?

Other Helpful Tips...

- 1) **Hire your entertainer as early as possible.** The earlier, the better!
- 2) Ask if there is a **contract**.
- 3) Know what you are signing!! **Read over the paperwork carefully** and make sure that you understand what happens if your entertainer cannot attend your event.
- 4) **Confirm your event** with the entertainer a few days before the event. Specifically, go over the exact time the entertainer will arrive and the "flow" of the event.
- 5) **Discuss your expectations** and really understand what is going to take place during the entertainer's performance. This way both of you will have a good understanding as to what will take place.

Remember that hiring an entertainer is meant to take pressure off of the parents! An entertainer will keep the kids happy, entertained, and busy anywhere from 45 minutes to well over an hour. If a parent has done her homework, chosen carefully, and confirmed everything she should be able to breathe a sigh of relief and enjoy the fun as much as the kids!!

These tips are brought to you by the party planning expert Lisa Kothari. Many more essential hints on how to plan the perfect children's party are available on her website www.pepperspollywogs.com, and will be included in her book 'Dear Peppers and Pollywogs... What Parents Want to Know About Planning Their Kids' Parties'. The book is set to be released on July 10th and will be sold on www.amazon.com and on her website www.pepperspollywogs.com!! Everyone knows that an unhappy child on his birthday means trouble, so sidestep the drama and make any kid sparkle with glee using party planning expert Lisa's indispensable knowledge that she happily shares with all

party planning parents!

About Clover Public Relations

Clover PR is a one-stop-shop for all things children and parent oriented! Public relations, marketing, brand-building and events, we do it all. Our clients have been seen in all the top media outlets and also have several celebrity affiliations.

Clover PR
Kelly Anderson
President
818-484-8664
kelly@cloverpr.com
www.cloverpr.com