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# PRESS RELEASE



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## PETER RABBIT™ BURROWS INTO BLACKPOOL WITH A NEW £1 MILLION ATTRACTION FROM MERLIN ENTERTAINMENTS

Beloved characters from the award-winning PETER RABBIT™ animated TV series are set to make a new home on Blackpool's famous seafront next year in a partnership that marks the first stand-alone Merlin visitor attraction to be based on the series

Merlin Entertainments ("Merlin" or "the Company"), a global leader in location-based entertainment, announces a brand-new, world class, PETER RABBIT™ TV series attraction which will launch on Blackpool's famous seafront next year.

Based on the much-loved PETER RABBIT animated television series produced by Silvergate Media, the £1 million investment has been 18 months in the making.

Developed in partnership with Silvergate Media, Penguin Ventures (on behalf of PETER RABBIT™ brand owners Frederick Warne & Co.) and Blackpool Council, the attraction is set to open next door to the famous Madame Tussauds Blackpool as part of a new standalone experience. The addition will join Merlin's six other attractions in Blackpool including The Blackpool Tower and SEA LIFE Blackpool.

The brand-new concept is the first time Merlin has created a stand-alone visitor attraction experience based on the series.

The new experience will provide the opportunity to hop into the over-sized world of Peter and his friends to embark on an adventure across five fluffy-tailed themed zones. Guests will need to think like a rabbit, move like a rabbit and deploy rabbit-like senses with a whole burrow-full of creativity in order to complete the challenges and earn badges – seeing if they have the skills to join the secret treehouse club!

Guests will also be able to meet, greet and 'high-paw' with Peter himself – making the experience a bumper bunny day out!

**Kate Shane, Regional Director for Merlin Entertainments, said:** "We are thrilled to be welcoming such an icon to Blackpool! Peter Rabbit is a well-loved household name for young and old and is globally renowned. We are delighted that this new attraction concept will be created here in Blackpool first. We firmly support Blackpool's overall ambition to

be the UK's number one family seaside resort and with such a family-favourite brand joining our Blackpool Cluster of attractions we can't wait to 'hop' to it and get the experience open next year."

**Cllr Lynn Williams, Leader of Blackpool Council, said:** "This new attraction will be another fabulous addition to Blackpool's growing portfolio of world-class attractions that are aimed at a family market.

"The creation of a standalone experience featuring one of the world's best-known children's characters will provide another compelling reason to visit what we believe is the UK's ultimate family resort."

**Lisa Macdonald, SVP Consumer Products and Content Sales at Silvergate Media, said:** "We're excited to partner with Merlin Entertainments on a new stand-alone attraction that brings the animated adventures of Peter Rabbit and his friends to life for families in Blackpool. Harnessing the multi-generational appeal of Peter Rabbit to create a unique brand experience and unforgettable day out will enhance its enduring popularity for generations to come."

**Thomas Merrington, Creative Director Live & Experiential at Penguin Ventures, said:** "Working with Merlin on creating this attraction over the past year, pulling together ideas and new themes from the show and seeing them come to life has been such a thrill. This really will deliver a brand new experience and I am so excited to see how our young fans will engage with the multiple aspects of this highly interactive play attraction."

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**Ends**

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## **Notes to Editors**

The Peter Rabbit attraction is the first of a number of new experiences that Merlin will launch as part of their continued investment in Blackpool, including the redevelopment of the Golden Mile Centre on the promenade which was announced last month. More details on this will be revealed early next year.

## **About Merlin Entertainments**

Merlin Entertainments is a global leader in location-based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin operates 137 attractions, 24 hotels and 6 holiday villages in 24 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its millions of guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its employees. See [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information and follow on Twitter [@MerlinEntsNews](https://twitter.com/MerlinEntsNews).

Merlin Entertainments attractions in Blackpool:

- The Blackpool Tower
- The Blackpool Tower Ballroom
- The Blackpool Tower Circus
- Madame Tussauds Blackpool
- The Blackpool Tower Dungeon
- SEA LIFE Blackpool

## **About Silvergate Media**

Silvergate Media is an award-winning media company developing world-class children's brands with offices in London, New York and operations in China.

The company's award-winning productions include **Octonauts**, **Peter Rabbit**, **Hilda**, and **Chico Bon Bon: Monkey with a Tool Belt** for Netflix, and **Sunny Day** for Nickelodeon.

Silvergate Media has an extensive development slate and is in production on a number of commissions for new properties from partners such as **Disney**, **Netflix** and **Ten Cent** as well as producing a string of new content for hit shows Octonauts and Hilda.

Silvergate's world-renowned content is created by its talented team of Executive Producers in New York. The company's London-based commercial team builds global IP franchises via content distribution, consumer products, live entertainment and attractions partners with China a particular area of expertise.

Read more about Silvergate Media at [www.silvergatemediacom](http://www.silvergatemediacom)

## About Frederick Warne and THE WORLD OF PETER RABBIT / BEATRIX POTTER™

Frederick Warne & Co. Ltd. (now a part of Penguin Random House) is the owner and guardian of The World of Peter Rabbit / Beatrix Potter™ property and original publisher of Beatrix Potter's famous 'little books'.

Beatrix Potter is one of the world's best-loved children's authors, with her most famous creation '*The Tale of Peter Rabbit*' having sold in excess of 45 million copies globally since its initial publication by Frederick Warne & Co. in 1902. She personally oversaw the launch of subsequent products, making Peter Rabbit the oldest licensed character in history. Today over 2 million of her 'little books' are sold globally every year, and Peter Rabbit has appeared in books and products in more than 110 countries throughout the world.

In 2022, Frederick Warne & Co. and Penguin Random House Children's will be celebrating 120 years of mischief with a global campaign to bring *The World of Peter Rabbit*™ to new family audiences via high profile partners and ambassadors. New digital content, commemorative publishing and consumer products will launch alongside immersive experiences and events, to ensure that families everywhere can come together to celebrate with *Peter Rabbit*.

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

## About Penguin Ventures

Stories have always been at the heart of Penguin Random House. Penguin Ventures was created to bring together the Licensing, Consumer Products, TV Production, Retail, Exhibitions and Live events strategies and to find new ways to tell the world's favourite stories. Penguin Ventures manages a portfolio of licensed literary brands and characters together with an archive of original art. For many years, those characters lived mainly in books, but now they are providing the magic and wonder for all kinds of different consumer products, media and experiences, going beyond the book to tell the complete story. Penguin Ventures is part of Penguin Random House Children's UK.