

Peter Rabbit™ raises smiles during visit to Great Ormond Street Hospital

Peter Rabbit made friends with children, families and staff on a recent visit to Great Ormond Street Hospital (GOSH) – one of the UK's leading children's hospital. The friendly, lovable rabbit is Beatrix Potter's most famous character and his appearance was a welcome distraction for seriously ill children being cared for at GOSH.



During his visit, Peter Rabbit was joined by Aylish Ellwood and Emma Hill from Enesco's marketing team to launch three very special Peter Rabbit GUND soft toys created to support Great Ormond Street Hospital Charity. 100 toys were given out to children being cared for at GOSH, on the hospital's Peter Pan, Safari, and Cheetah Outpatients wards. Children including Xavier, aged nine, met Peter Rabbit while recovering from a procedure on Peter Pan ward.

This project is part of a partnership between Enesco, Frederick Warne & Co.(an imprint of Penguin Random House) and Silvergate PPL (licensing agent for the Peter Rabbit™ brand). The design on the bespoke soft toys is inspired by artwork created by young patients at a workshop run by the GOSH Arts* Programme. Designers used their drawings to create a colourful, fun fabric featuring carrots and flowers to decorate Peter Rabbit's ears and paws. The Limited Edition Peter Rabbit toy holds a handkerchief along with his special embroidered stethoscope.

For every toy sold, a donation will be made to this exceptional charity by all three partners. The money raised will help GOSH Charity support the hospital and could help fund pioneering medical research, state of the art equipment, support services for children and their families, and the rebuilding and refurbishment of the hospital.



Xavier with a GUND Peter Rabbit Soft Toy.

The Peter Rabbit soft toys make enchanting gifts but importantly they also raise vital charitable funds to support the incredible work of Great Ormond Street Hospital. GOSH brings together the broadest range of dedicated, children's healthcare specialists under one roof in the UK. The hospital's pioneering research and treatment gives hope to children from across the UK with the rarest, most complex and often life-threatening conditions. Patients and families are central to everything GOSH does, from the moment they come through the door and for as long as the hospital is needed.

*GOSH Arts is the arts programme at GOSH, and is funded by GOSH Charity. It makes a vital contribution to the healing environment in the hospital through high quality creative activities for patients.

GIFT GIVING...all wrapped up

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Great Ormond Street Hospital Children's Charity. Registered Charity no. 1160024.

About Great Ormond Street Hospital Children's Charity

Great Ormond Street Hospital is one of the world's leading children's hospitals with the broadest range of dedicated, children's healthcare specialists under one roof in the UK. The hospital's pioneering research and treatment gives hope to children from across the UK with the rarest, most complex and often life-threatening conditions. Our patients and families are central to everything we do – from the moment they come through the door and for as long as they need us.



Great Ormond Street Hospital Children's Charity needs to raise money to support the hospital to give children who need help the most, the best chance for life. The charity funds research into pioneering new treatments for children, provides the most up to date medical equipment, funds support services for children and their families and supports the essential rebuilding and refurbishment of the hospital. You can help us to provide world class care for our patients and families.

For more information visit www.gosh.org

About Peter Rabbit™ and Beatrix Potter

The Tale of Peter Rabbit is one of the world's best-loved children's books and was created by author and illustrator, Beatrix Potter in 1902. First published by Frederick Warne & Co. (today an imprint of Penguin Random House) the story has never been out of print since then and has sold in excess of 45 million copies globally. Beatrix Potter 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, whilst Peter Rabbit has appeared in books and products in more than 110 countries throughout the world. On her death, Beatrix left an incredible legacy of land and property to the care of The National Trust to ensure that future generations would continue to enjoy the countryside that she was so passionate about as well as the much-loved characters and stories that were created over a lifetime.

Penguin Random House is committed to growing and protecting The Peter Rabbit™ brand and together with licensing agency, Silvergate Media PPL, manages The World of Beatrix Potter™, one of the world's longest running and largest international literature-based licensing programmes. www.peterrabbit.com



**A28632: Great Ormond Street Peter Rabbit
Large Plush.**
Height: 30cm
SRP: £19.95
Donation: £1.35

**A28633 Great Ormond Street Peter Rabbit
Small Plush.**
Height: 16.0cm
SRP: £12.00
Donation: £0.80



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