



FROM THE PRODUCER OF HARRY POTTER

THE PADDINGTON TRAIL

FIFTY BEARS, ONE CITY

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THE PADDINGTON[™] MINI TRAIL

4 NOVEMBER - 30 DECEMBER

The Paddington Trail is a major initiative across London this Christmas put together by the NSPCC, VisitLondon.com and STUDIOCANAL to mark the release of the Paddington movie in UK cinemas on **28 November**.

The Paddington Trail is a celebration of the film's release and the arts and culture that are so prominent in London as seen through the eyes of the world's favourite, and most adventurous, bear – Paddington.

The life size statues at 3' 6'' tall will be auctioned later in the year to raise money for the NSPCC – a charity whose work is all about protecting vulnerable children and making them safe.

The Mini Trail is set within the bigger Paddington Trail.

London is Paddington's favourite city; full of adventure and opportunities. The Paddington Trail tracks the ursine traveller's favourite hotspots and landmarks giving an interesting and exciting insight into each location and statue.

Designed by a host of artists, designers and celebrities, 50 Paddington statues are placed across the capital, taking in museums, parks, shops and landmarks in an exciting and inspiring trail, with a colourful, Paddington inspired flavour.

The official website for the Paddington Trail is VisitLondon.com/Paddington

To find out more about Paddington and the film's release visit paddington.com

Paddington - In cinemas **28 November**

NSPCC

HEYDAY FILMS

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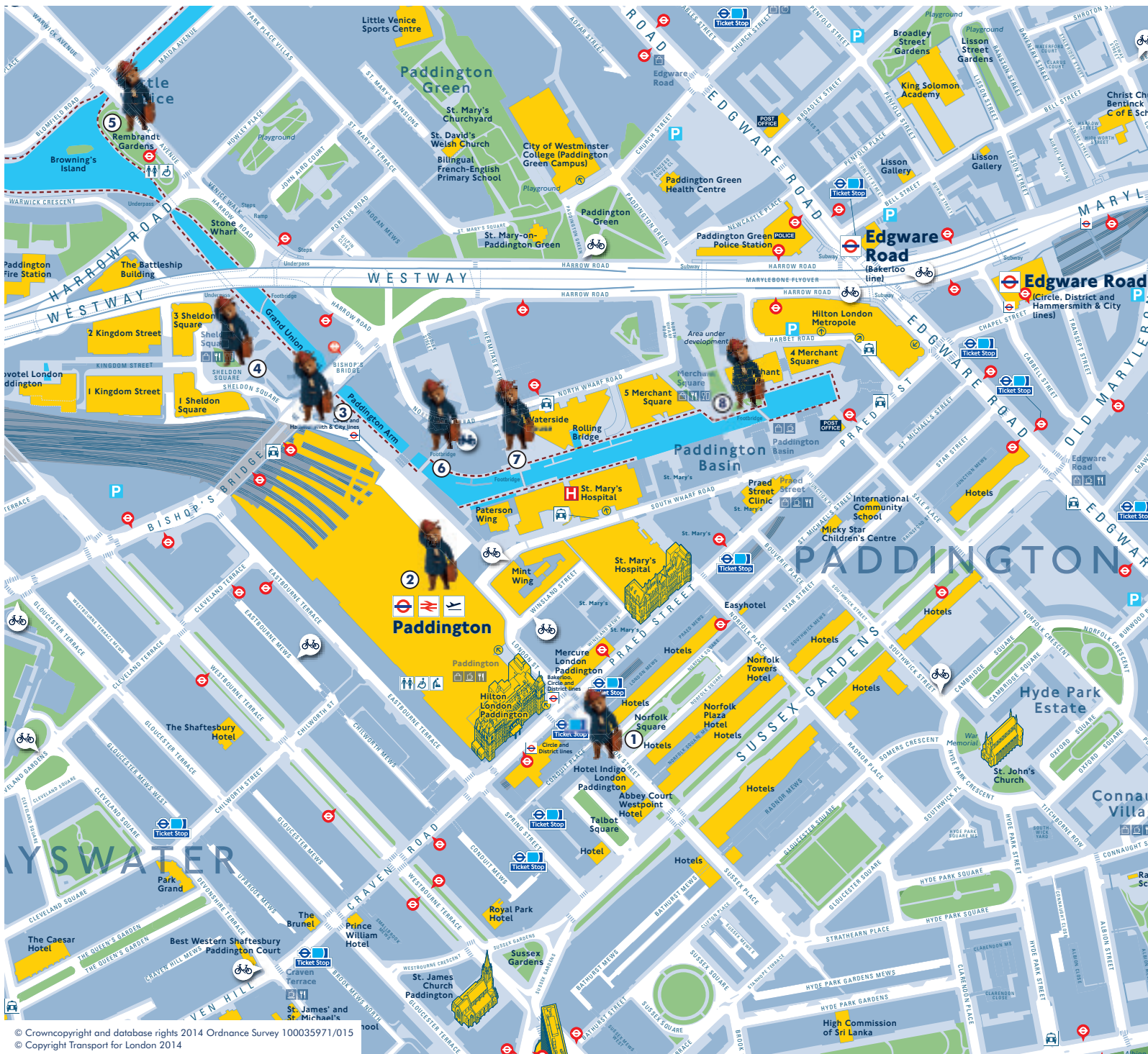
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The Mini Trail is brought to you by

The **Paddington** Partnership

THE PADDINGTON MINI TRAIL

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|---|---|
| <p>① PADDINGTONSCAPE
HANNAH WARREN
NORFOLK SQUARE GARDENS</p> <p>② PADDINGTON
MICHAEL BOND
PLATFORM 8, PADDINGTON STATION</p> <p>③ THE MAYOR OF PADDINGTON
COUNCILLOR ROBERT DAVIS
CANALSIDE PLAZA</p> <p>④ TEXTING PADDINGTON
WESTMINSTER ACADEMY
SHELDON SQUARE</p> | <p>⑤ LOVE, PADDINGTON X
LULU GUINNESS
REMBRANDT GARDENS</p> <p>⑥ BRICK BEAR
ROBIN PARTINGTON & PARTNERS
CANAL TOWPATH STATION BRIDGE</p> <p>⑦ BEARING UP
HUNTER DESIGN
CANAL TOWPATH ST MARY'S FOOTBRIDGE</p> <p>⑧ FUTURISTIC ROBOT BEAR
JONATHAN ROSS
MERCHANT SQUARE FAN BRIDGE</p> |
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PADDINGTONSCOPE
HANNAH WARREN

Paddingtonscope features landmarks and street scenes in Paddington, including famous bridges, narrowboats, shops, cafes and gardens. Paddingtonscope is designed by illustrator Hannah Warren and sponsored by PaddingtonNow, the Business Improvement District covering the older part of Paddington, which is responsible for improving the environment, introducing greenery, making Paddington safer and promoting the area to the many tourists who stay in its hotels.



PADDINGTON
MICHAEL BOND

Paddington designed and signed by Michael Bond. "Mr and Mrs Brown first met Paddington on a railway platform. In fact, that was how he came to have such an unusual name for a bear, for Paddington was the name of the station." From *A Bear called Paddington*. Sponsors First Great Western brought the little bear into Network Rail's Paddington Station in the movie, see if you can identify the platform.



THE MAYOR OF PADDINGTON
COUNCILLOR ROBERT DAVIS

Paddington proudly dons the original ceremonial chain of the Mayor of Paddington, and although the role no longer exists, no one doubts that he would make a very good Mayor. The Paddington Partnership and Costain Skanska have adopted this Paddington. Costain Skanska are building a new Crossrail station which will bring 24 trains an hour into Paddington, something that all little bears would love to see.



TEXTING PADDINGTON
WESTMINSTER ACADEMY

Paddington Central wanted their Paddington to be a beacon of excellence within the community and so invited students from nearby Westminster Academy to present their designs for his overall appearance. In honour of not only Paddington, but also artist Tom Phillips and Great Britain, the students responded to Tom's text and flag-based artwork to produce Texting Paddington. The winning design is by Humaira Khanom from Year 10.



LOVE, PADDINGTON X
LULU GUINNESS

The creator of this shiny, glamorous Paddington sponsored by Bicester Village is original British fashion designer, Lulu Guinness. Lulu gave Paddington her iconic trademark lip print - as seen on many of her clutch bags – as the striking decoration. Love, Paddington X refers to the latest book title from Paddington’s author Michael Bond, which includes letters from the wayward bear to his Aunt Lucy in Darkest Peru.



BRICK BEAR
ROBIN PARTINGTON & PARTNERS

This Paddington is built from London stock brick: a handmade brick used for the majority of the capital’s building work until the growth of machine-made bricks in the early 20th century. RPP’s Shane Parker designed the brick bear, which represents a contrast between the traditional materials used to build London and the materials used today by the bear’s sponsor European Land to create Paddington Basin and Merchant Square.



BEARING UP
HUNTER DESIGN

This blue flocked bear is the work of Hunter Design. The blue is a reference to both Paddington’s duffle coat and water in the nearby Grand Union Canal. Simple, bold and bright against a changing urban landscape – this bear will cheer up any rainy morning, making it anything but blue. Sponsors Taylor Wimpey Central London help people find their perfect home, and have adopted this Paddington to support the NSPCC.



FUTURISTIC ROBOT BEAR
JONATHAN ROSS

A robotic, futuristic Paddington designed by TV presenter Jonathan Ross. This Paddington points to the future of design and technology, and stands next to Paddington’s latest futuristic landmark, the Fan Bridge, which rises up beam by beam like a Japanese Fan. Sponsors European Land are behind the creation of Merchant Square, which features an innovative, new water maze and public square at the head of Paddington Basin.