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## PRESS RELEASE

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### **ACADAMY AWARD®-WINNING STAR TO PROMOTE BRISTOL IN ONLINE FILM SERIES**

***Slapstick video sketches, Instagram images and Facebook campaign  
invite viewers to visit Bristol***

[www.VisitBristol.co.uk/gromit](http://www.VisitBristol.co.uk/gromit)

#GromitUnleashed

A series of online films featuring one of the world's best-loved animated characters, Gromit, will be unveiled from Thursday 30 May, as part of a campaign to promote Bristol as a fabulous summer destination for a short break.

Commissioned by Destination Bristol, the film stars a five-foot sculpture of Gromit, one of 80 making up a major new public art trail called *Gromit Unleashed*, organised by Aardman Animations with charity partner The Grand Appeal. Each Gromit on the trail, set to hit the streets of Bristol this summer, is being designed by celebrities and artists including illustrator Raymond Briggs, comedian Harry Hill and designer Sir Paul Smith.

Produced by Bristol-based Icon Films, the main film stars two hapless delivery men, failing to navigate their way around Bristol to deliver one of the giant Gromit sculptures to an unknown destination. In a nod to the animated Gromit, the film is silent and its human characters communicate only through facial expressions, actions and body language.

Kelly Ballard, Head of Marketing at Destination Bristol, says: "Having the world's first Gromit trail is a fantastic coup for Bristol. Gromit is one of many Bristol icons and is much-loved among global audiences, so we wanted to create a film using him to showcase the city's great landmarks and destinations.

"The aim is to inspire people from across the UK and beyond to come and sample the city's heritage, attractions and creative vibe. Gromit Unleashed forms a key element of Destination Bristol's 2013 marketing campaigns which are part of a three year tourism marketing investment project led by Visit England and funded by the Government's Regional Growth Fund."

The film is supported by three one-act comedy sketches, showcasing some of Bristol's landmark locations and characters, to be posted on [Facebook](#) weekly from 30 May and throughout June. In one of the teasers Gromit makes a Jurassic Park-style arrival in Clifton, in another he is chased around Millennium Square by ice cream-wielding kids.

Cris Warren at Icon Films, who wrote and directed the films, said: "They are a cheeky salute to the slapstick of Eric Sykes and Harold Lloyd. The stars -

Bristolians John and Geoff - appear in a series of surreal situations that see a giant Gromit appear at Bristol landmarks. It's a true Bristol production. Almost the entire crew and cast of the films are Bristol born and bred. Our brief was to promote Bristol as a destination and *Gromit Unleashed* showcases how Bristol is a rewarding place to get hopelessly lost in."

The film's soundtrack, created exclusively for *Gromit Unleashed* by Bristol dance floor legends Boca 45, is entitled *Lafayette Party Time*, and will be available to download this summer.

The films are complemented by a schedule of online and outdoor marketing executions that build up to the opening of *Gromit Unleashed*. A Facebook advert and YouTube marketing campaign will target couples and families located more than a one-and-a-half-hour drive from Bristol.

Mark Terry-Lush at Renegade Media, which created the social media, seeding and online advertising campaign linked to the films, added: "The film uses gentle humour to tell a story about Bristol. The wider campaign around the core films will include extra content like outtakes from filming, CCTV footage, screen grabs, and Instagram images, all seeded across various platforms helping to create a buzz about Bristol across all media and social channels."

All video and creative will be live on Visit Bristol's [Facebook](#) page, from where it will be amplified via [Twitter](#) #GromitUnleashed and #VisitBristol.

Ends

For further information, embargoed images and video contact Sarah Chidgey on 07805 034 477 or Mark Terry-Lush on 07740 432112 or 01452 760147.

For information about Destination Bristol, please contact Wendy Johnson on 0117 946 2205 or email [wendy.johnson@destinationbristol.co.uk](mailto:wendy.johnson@destinationbristol.co.uk)

#### **Notes to editors**

Destination Bristol is the destination management partnership for Bristol & South Gloucestershire, a joint venture between Bristol City Council and Business West. The organisation works with over 600 major businesses and strategic partners with the aim of increasing business competitiveness within the city centre, supporting employment and economic growth, and raising the profile of the Bristol city region as a world-class place to visit, study and live. Its partnership with the Grand Appeal on Gromit Unleashed forms a key element of Destination Bristol's 2013 marketing campaigns and is part of an overall investment project led by VisitEngland and funded by the Government's Regional Growth Fund.

VisitEngland is the country's national tourist board working in partnership with the industry to develop the visitor experience across England, plan national tourism strategy, grow the value of tourism in England and provide advocacy for the industry.

Its work is underpinned by robust research and customer insights. VisitEngland markets England under the Enjoy England consumer brand in the domestic market and markets England under the VisitEngland brand internationally.

The Regional Growth Fund (RGF) is a £2.6 billion fund operating across England from 2011 to 2016. It supports projects and programmes that are using private sector investment to create economic growth and sustainable employment. The first 3 rounds allocated £2.4 billion which will leverage over £13 billion of private sector investment and create or safeguard over 500,000 jobs. The RGF is a flexible and competitive fund, with bidders able to submit bids either as a project or a programme. It has a minimum bid threshold of £1 million. Round 4 closed on 20 March. Over 300 bids have been received in Round 4, competing for a share of £350 million. Bids are being appraised and results will be announced in the summer. A regional summary of bids received in this round was published on 5 April 2013

### Gromit Unleashed

Gromit Unleashed is a new public art exhibition, hitting the streets of Bristol [on 1st July](#) for ten weeks this summer to raise funds for Bristol Children's Hospital charity, Wallace & Gromit's Grand Appeal. Spearheaded by Aardman Animations, the art trail will feature around 80 giant, 5ft tall sculptures of Aardman's world-famous animated character, Gromit. Each sculpture will sport a unique design created by a prestigious line-up of artists, including internationally-renowned names. Set to become a major UK tourist attraction this year, the giant Gromits will take up residence in key locations in Bristol and beyond, before being auctioned off in October to raise funds for the Grand Appeal.

All the money raised will go towards supporting the expansion of Bristol Children's Hospital, one of the leading multi- disciplinary children's hospitals in the UK. The Grand Appeal has pledged to raise an initial £3.5 million for state-of-the-art equipment, including an intraoperative MRI scanner, family facilities and child-friendly artwork. Wild in Art, a leading arts and education company which stages mass participation events in cities, is working with the Grand Appeal to deliver the project. Visit [www.gromit-unleashed.org.uk](http://www.gromit-unleashed.org.uk) for more information.